



# Customer Experience Surveys - Wave 4

Fixed Route Bus, Bus Rapid Transit, Rail, & Paratransit

January 8, 2024



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**Fixed Route Bus  
Bus Rapid Transit  
(BRT) Rail**

**Paratransit**

**Key Topics Covered:**



Methodology



Customer Characteristics



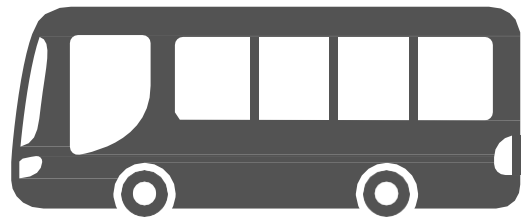
Net Promoter Score



Customer Importance Factors

# Methodology

*Fixed Route Bus, BRT,  
Rail*



Targeted customers riding or waiting for the bus throughout the day on weekdays, Saturday, and Sunday to obtain a representative sample based on latest RTA ridership data



Surveyed every 4th customer to ensure random sampling.



Fixed Route Bus	BRT	Rail
445 completed surveys	442 completed surveys	484 completed surveys
+/-4.7% at the 95% level of confidence	+/-4.7% at the 95% level of confidence	+/-4.7% at the 95% level of confidence



**10 days in the field**

December 1-10, 2023

Administered by trained surveyors using paper questionnaires, tablet interviews, and QR codes.

Customers were given one all day pass and an incentive for completing the survey.

# GCRTA 2023 Rider Profile (Fixed Bus, BRT & Rail)

Are you dependent on RTA for travel?		Gender		Race/Ethnicity	
Yes	82%	Male	53%	Black	58%
No	18%	Female	46%	White	25%
How often do you ride the bus or train?		Other	1%	Hispanic	7%
		Age		Asian	5%
5+ days/week	53%	15-24 years	23%	American Indian	3%
3-4 days/week	20%	25-34 years	25%	Pacific Islander	1%
1-2 days/week	14%	35-44 years	21%	Other	1%
2-3 times/month	7%	45-54 years	14%	Income	
< once a month	7%	55-64 years	11%	Less than \$25K	40%
Trip Purpose		65+ years	6%	\$25K-\$29,999	19%
Work	52%	Household Size		\$30K-\$34,999	11%
Education	13%	1	34%	\$35K-\$39,999	9%
Leisure/social/rec	12%	2	24%	\$40K-\$44,999	6%
Shopping	12%	3	16%	\$45K-\$49,999	5%
Healthcare	7%	4	12%	\$50K-\$74,999	5%
Religious activities	2%	5	7%	\$75K+	5%
Other	3%	6+	7%		

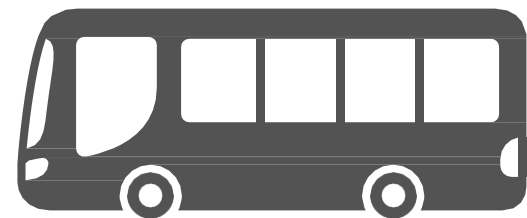
# Methodology

## *Paratransit*



Conducted during  
December 2023

ETC Institute used their hybrid approach to collect over 400 surveys.



Received list of RTA Paratransit customers including name, address, and phone number. Mailed survey and cover letter to over 2,000 individuals who used Paratransit services in the last quarter.



Paratransit
<b>428</b> completed surveys
<b>+/-4.8%</b> at the 95% level of confidence

After mailing survey material, ETC followed up with text messages phone calls to recipients.

# Customer Impressions

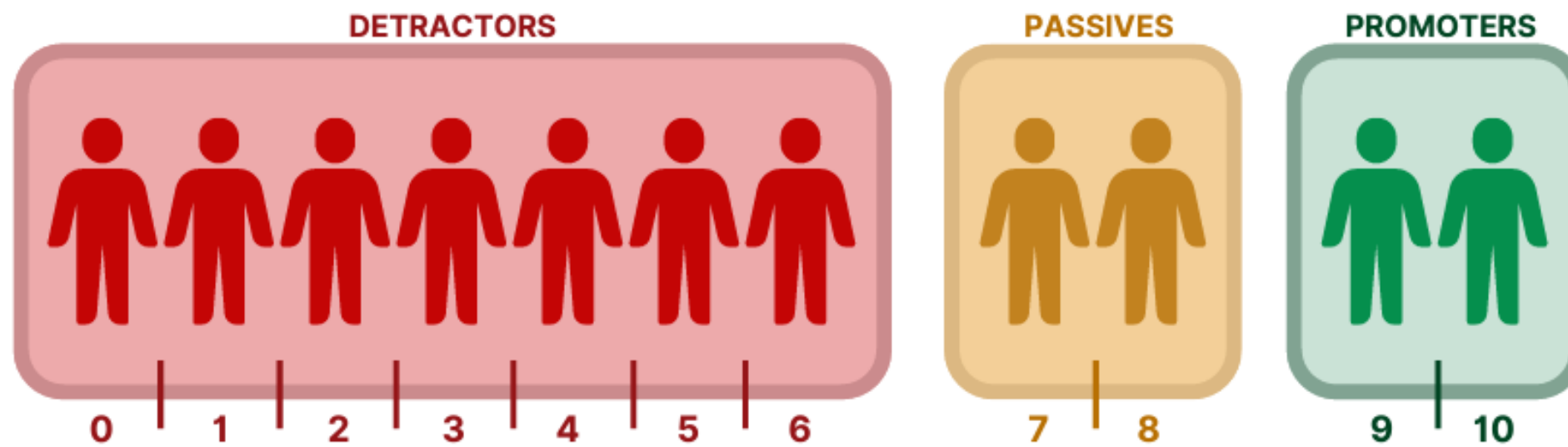
*Fixed Route Bus*



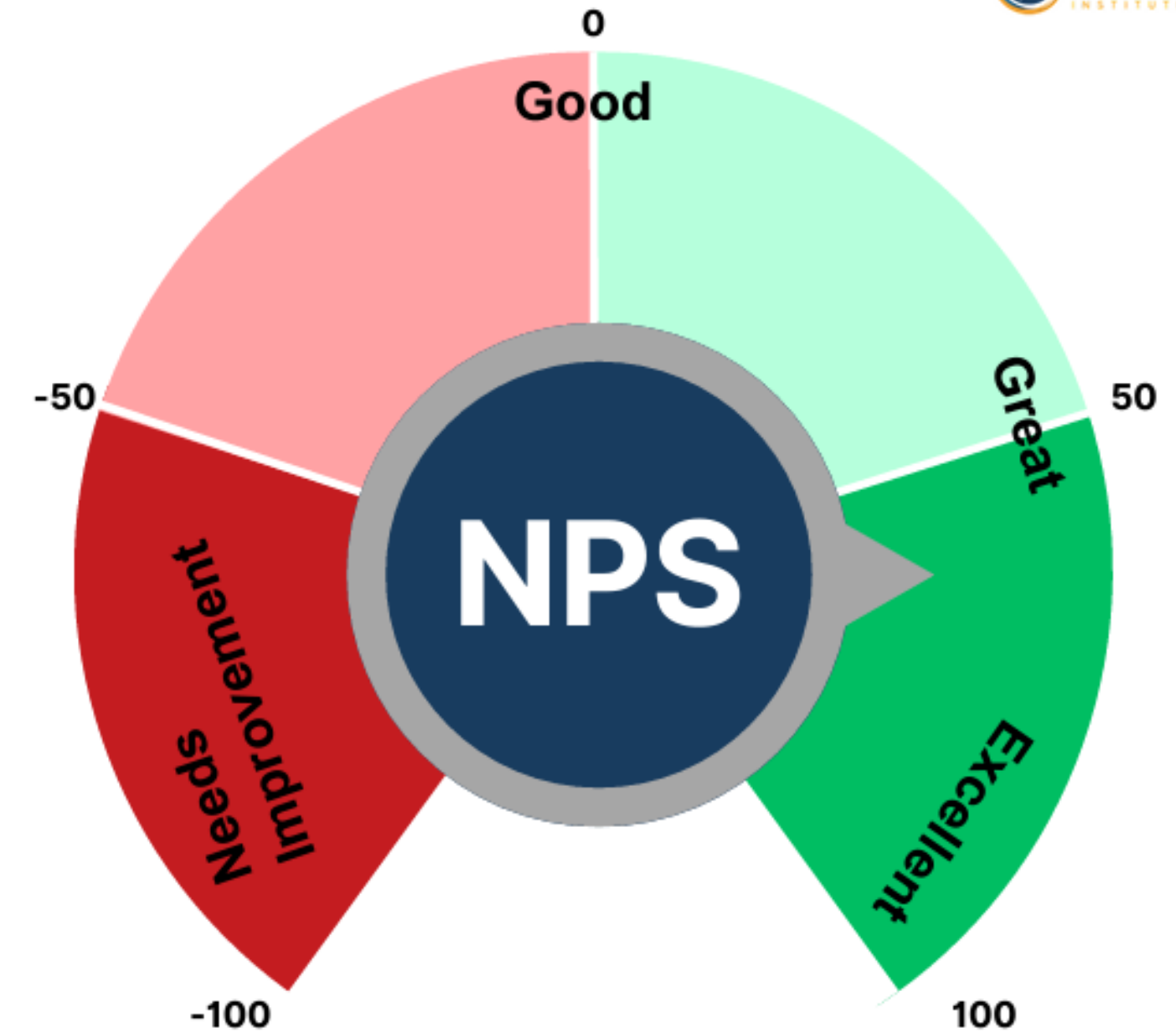
# Net Promoter Score (NPS)

NPS poses the ultimate question:

"How likely would you be to recommend riding RTA to a friend or neighbor?"



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



NEEDS IMPROVEMENT	-100-0
GOOD	0-30
GREAT	30-70
EXCELLENT	70-100

# Fixed Route Bus

(FR)





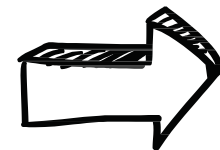


# Fixed Route Bus Results Overview

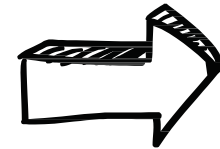
**63%** of customers are satisfied with bus service.

**87%** of customers believe the RTA system provides value to the community.

## Customers are **MOST** satisfied with...

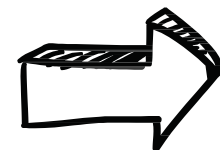
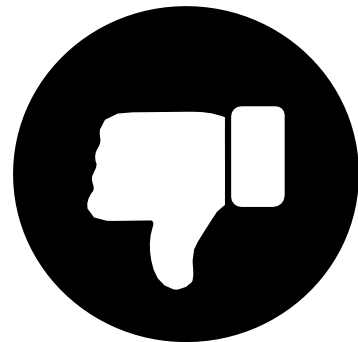


Bus operators operate the vehicle safely (76%)



Bus routes are conveniently located for me (75%)

## Customers are **LEAST** satisfied with...



Cleanliness of buses (50%)



Safety & security waiting for bus (59%)

## Top Most Important Elements of Bus Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Safety while riding
4. Safety while waiting

# Customer Characteristics

*Fixed Route Bus*

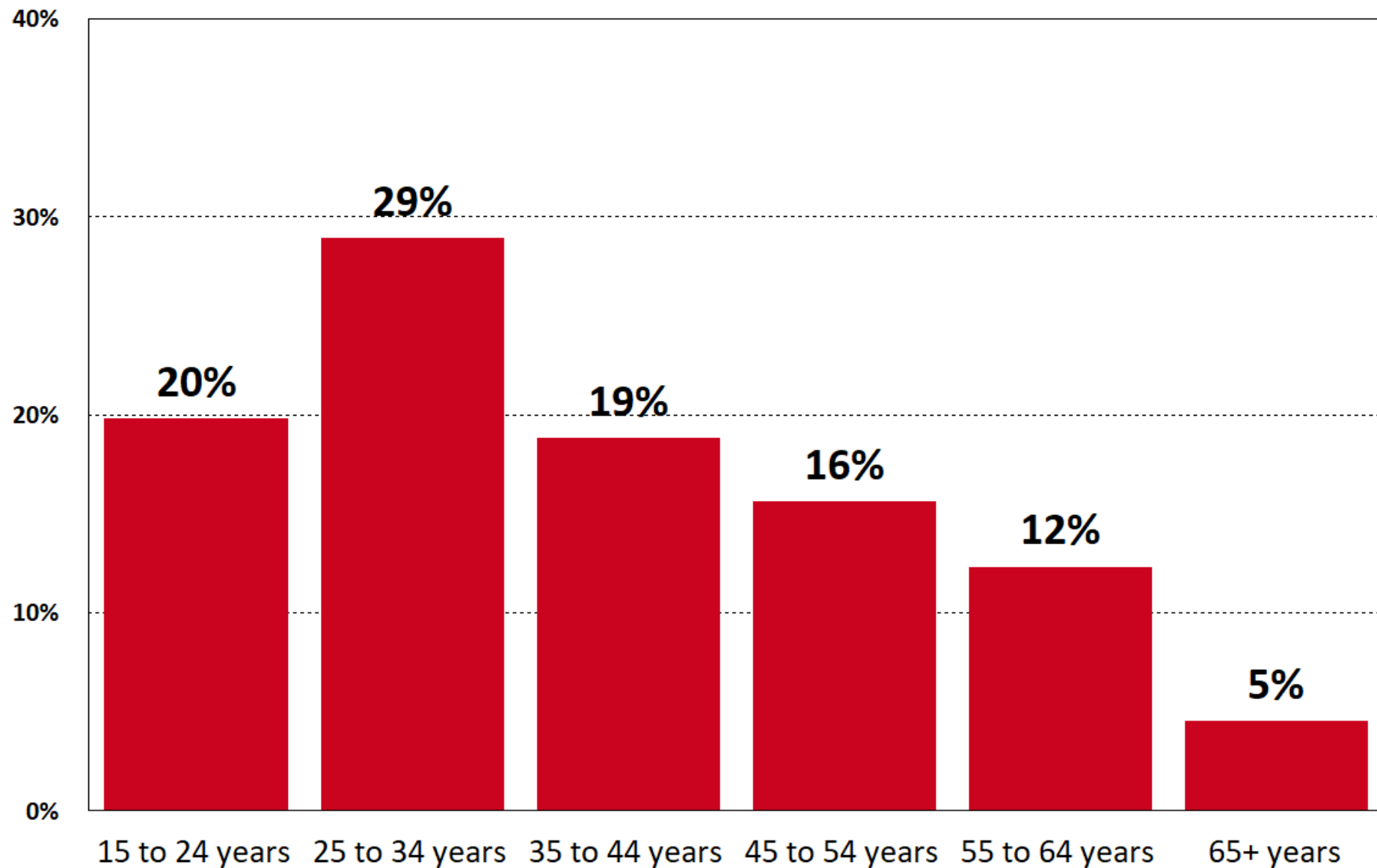


# Customer Characteristics

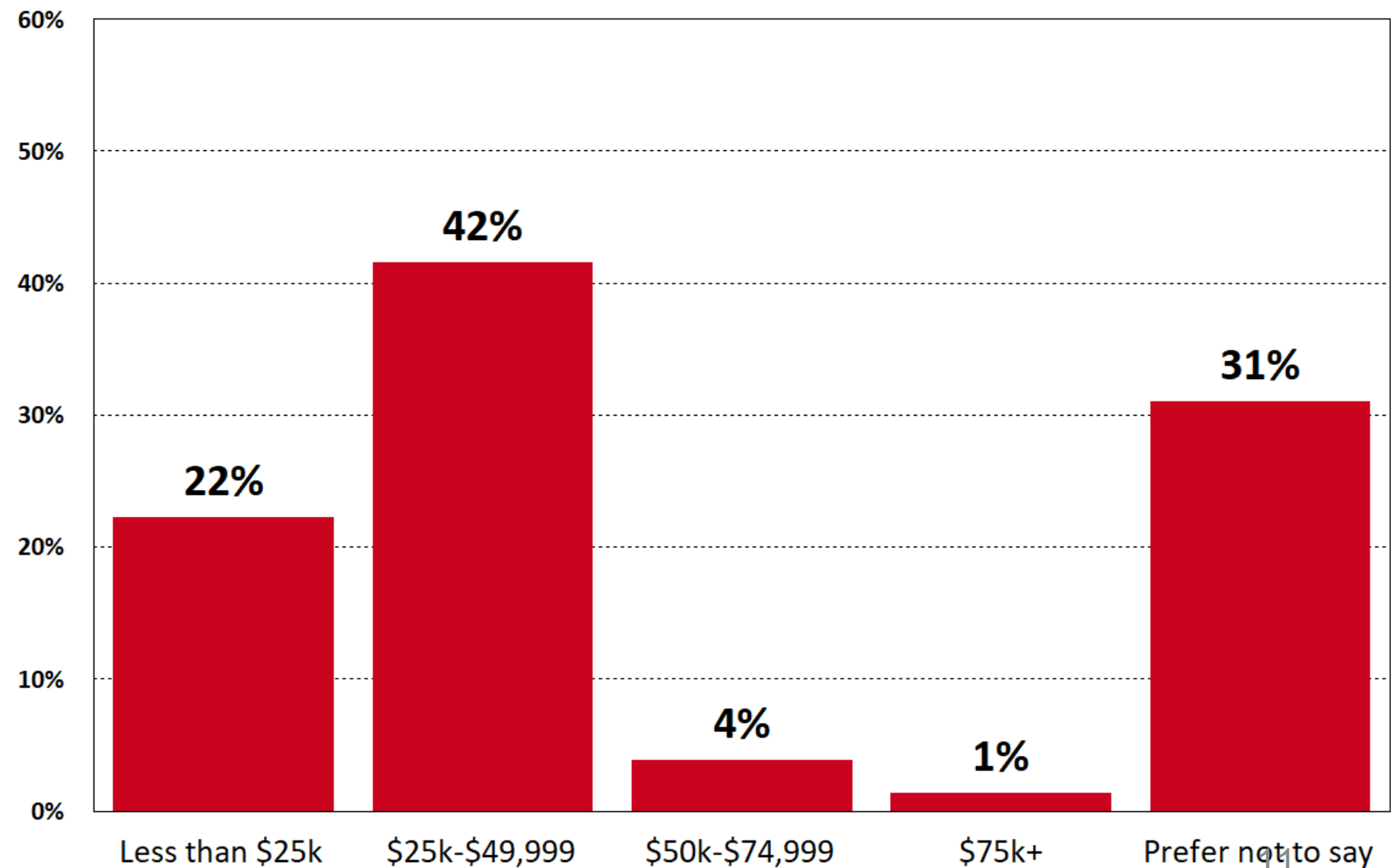


- 29% of FR customers are between 25 and 34 years old. 64% of FR customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?



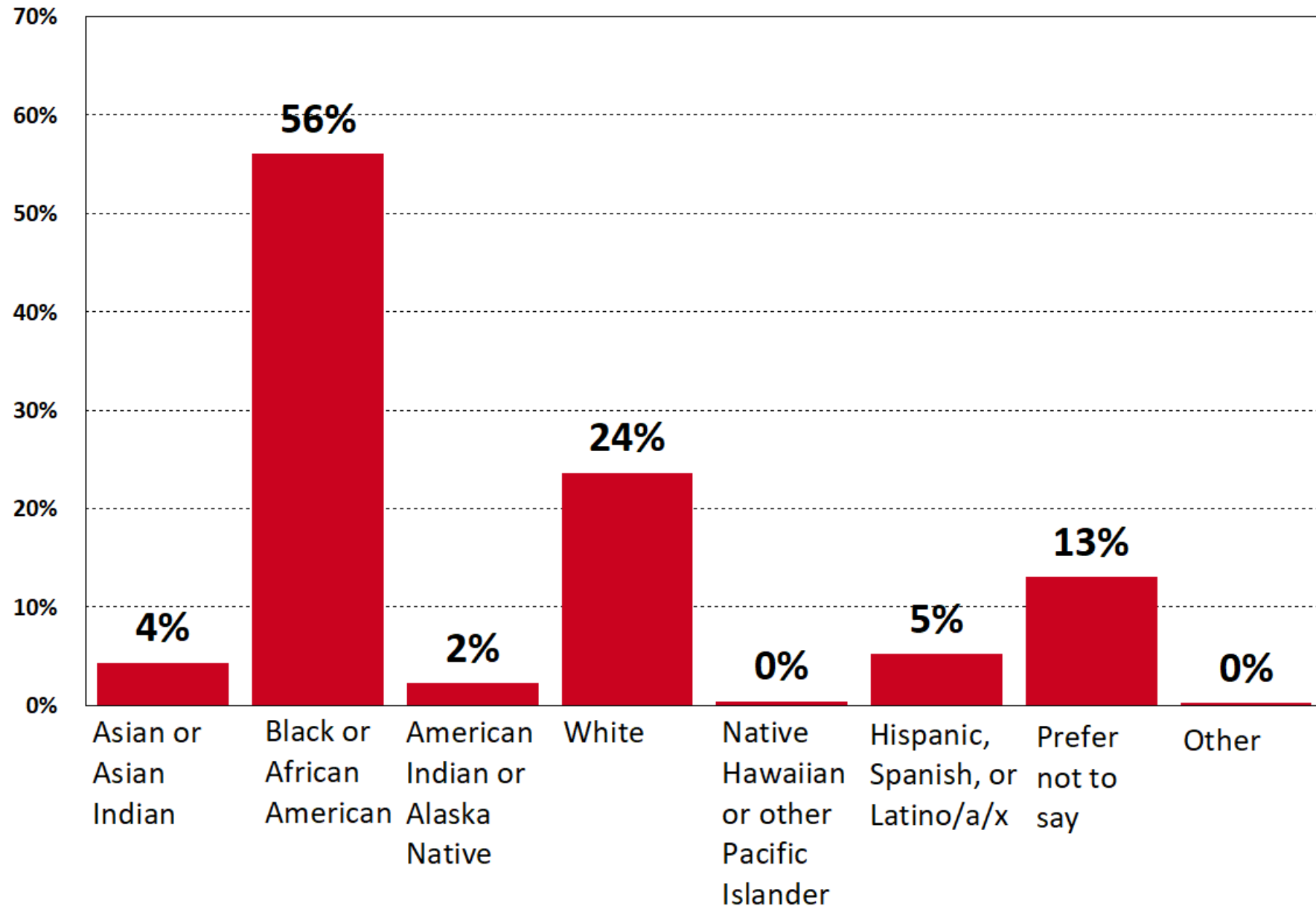


# Customer Characteristics

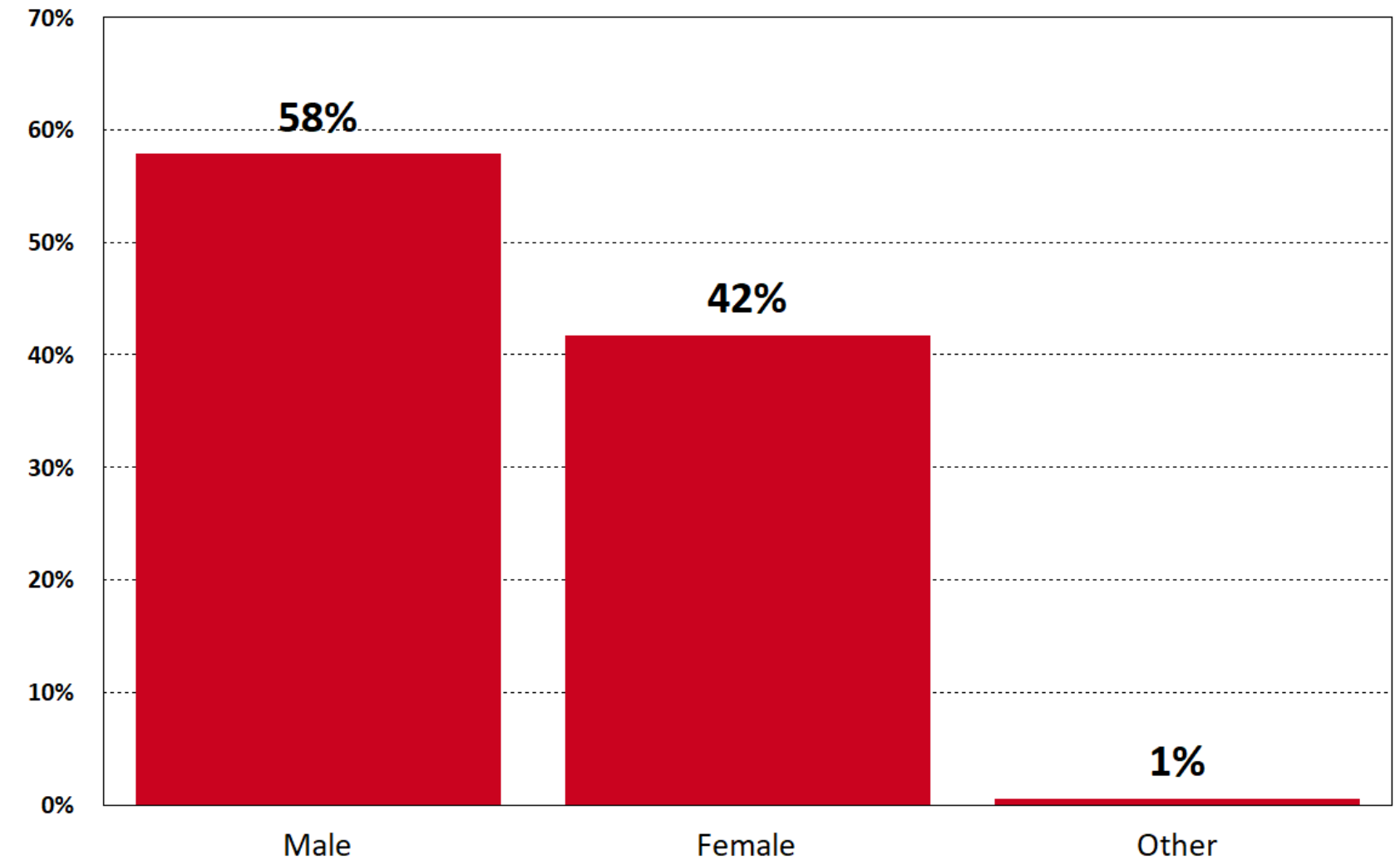


- The typical FR customer is a Black/African American (56%) male (58%)

What is your race/ethnicity?



What is your gender?



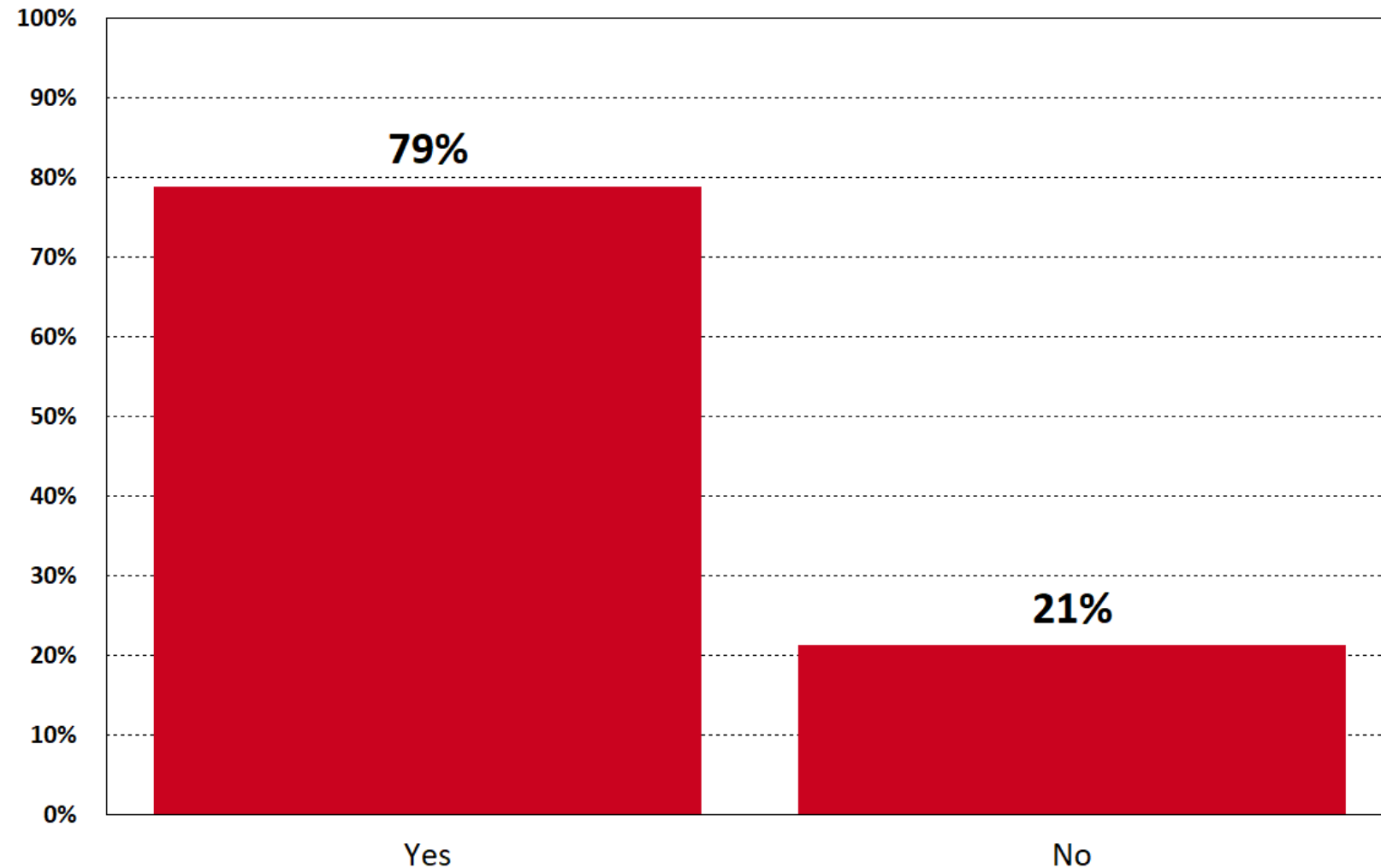


# Transit Dependence and Choice Riders

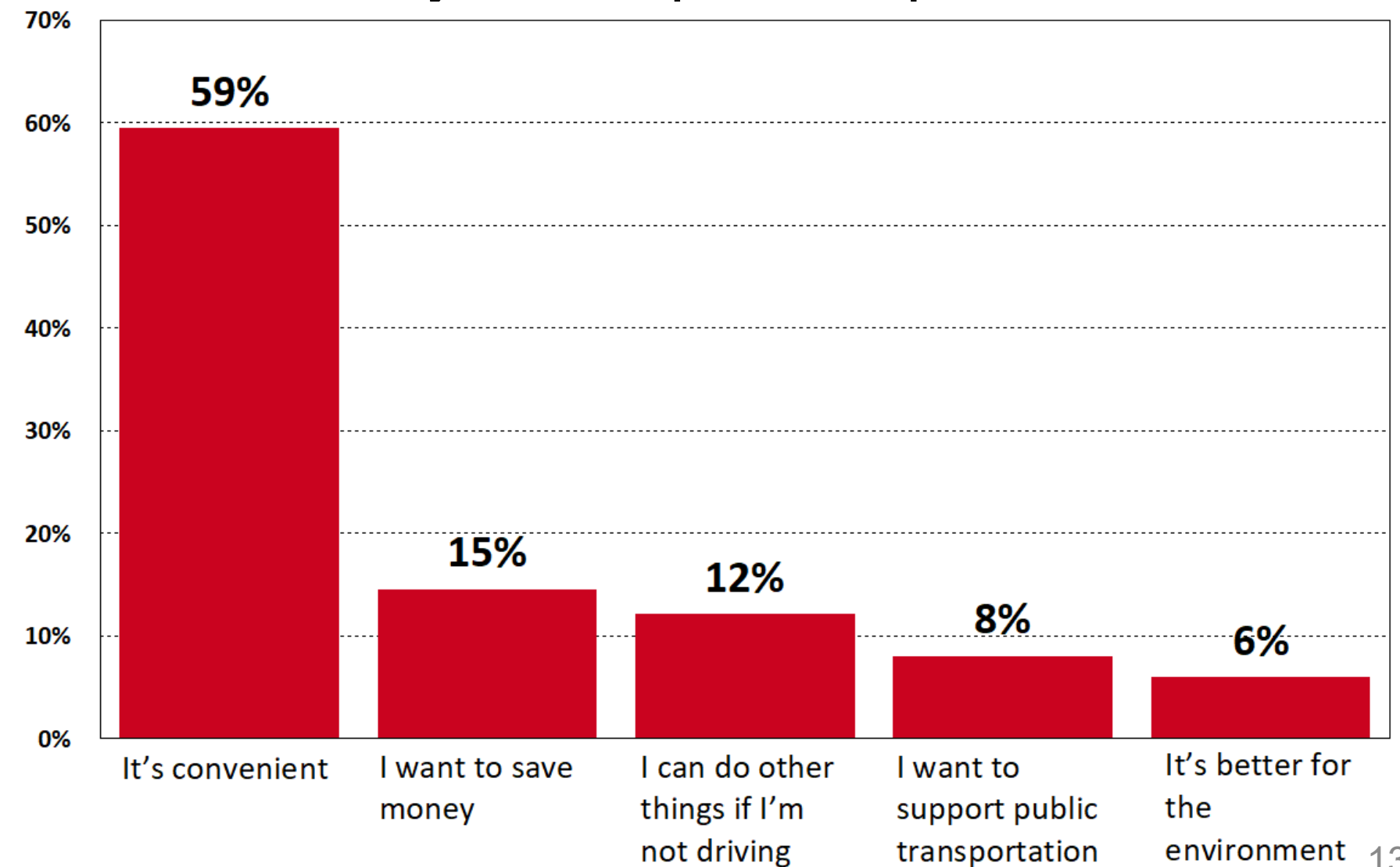


- 79% of FR customers are dependent on using RTA buses for travel.
- For FR customers who have other transportation options, "It's convenient" (59%) is the primary reason for choosing to use RTA bus services.

Are you dependent on using RTA buses to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?



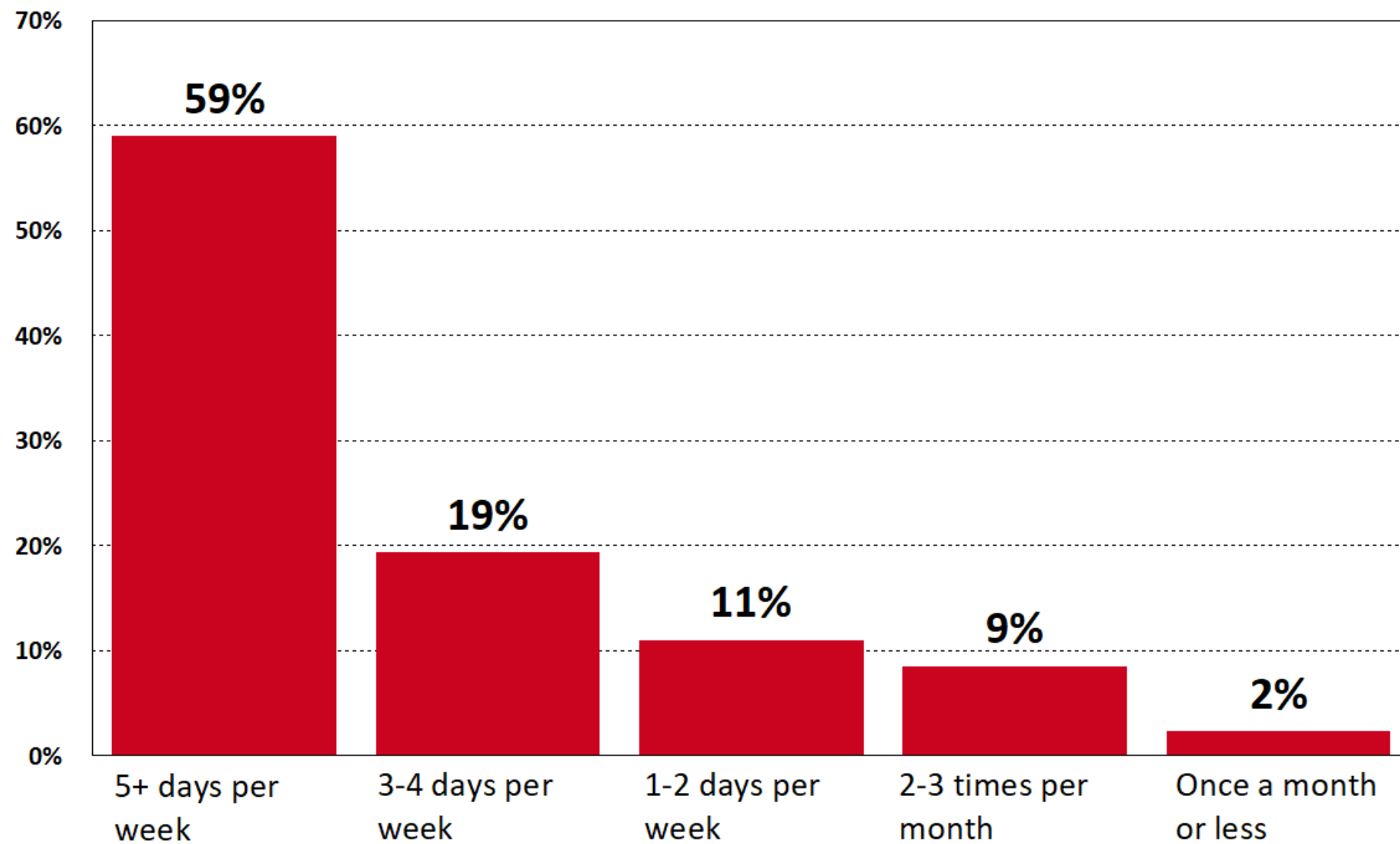


# Trip Frequency and Purpose

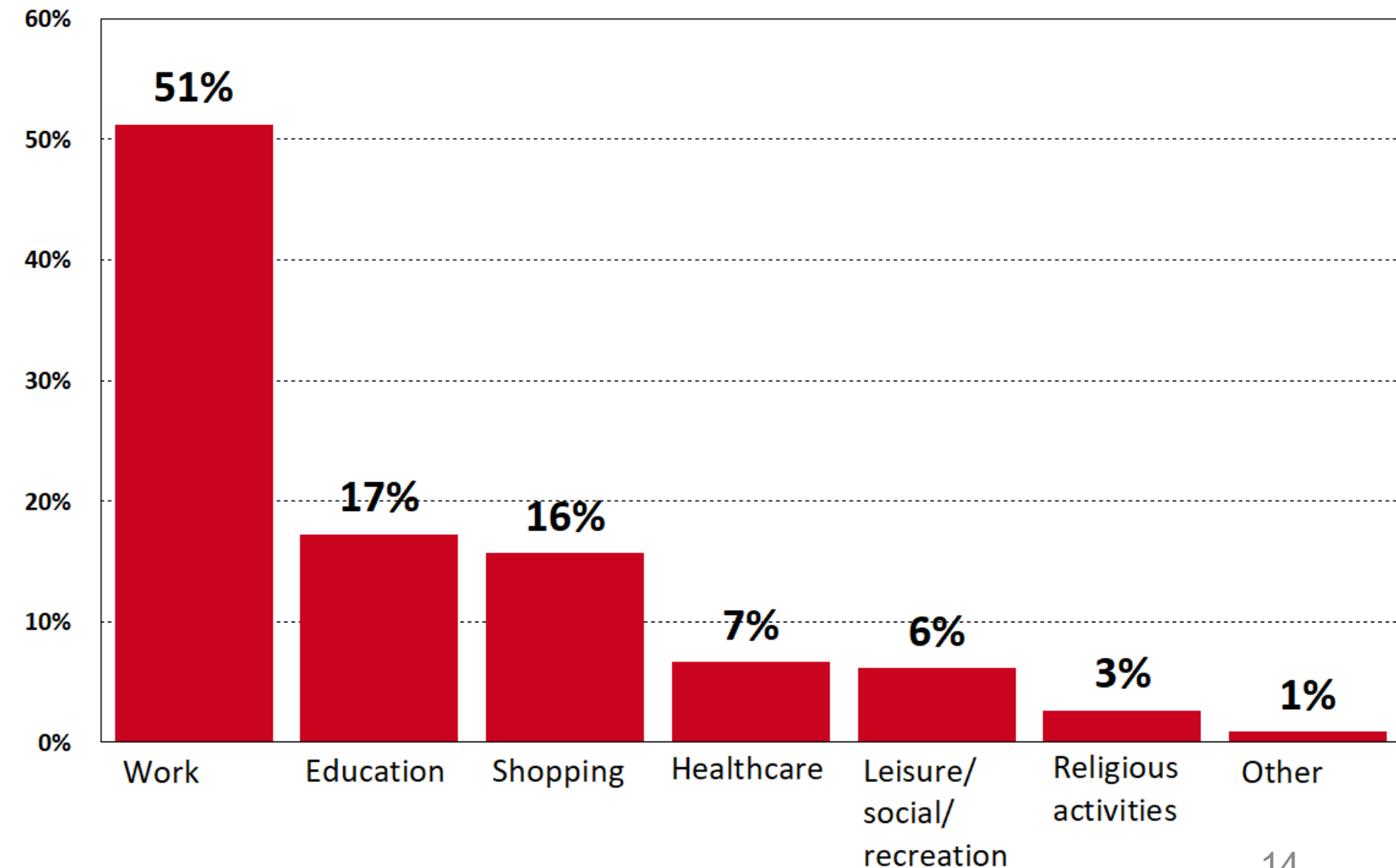


- FR customers most often ride the bus 5+ days per week (59%).
- FR customers most frequently ride the bus for work (51%) and education (17%).

How often do you ride the bus?



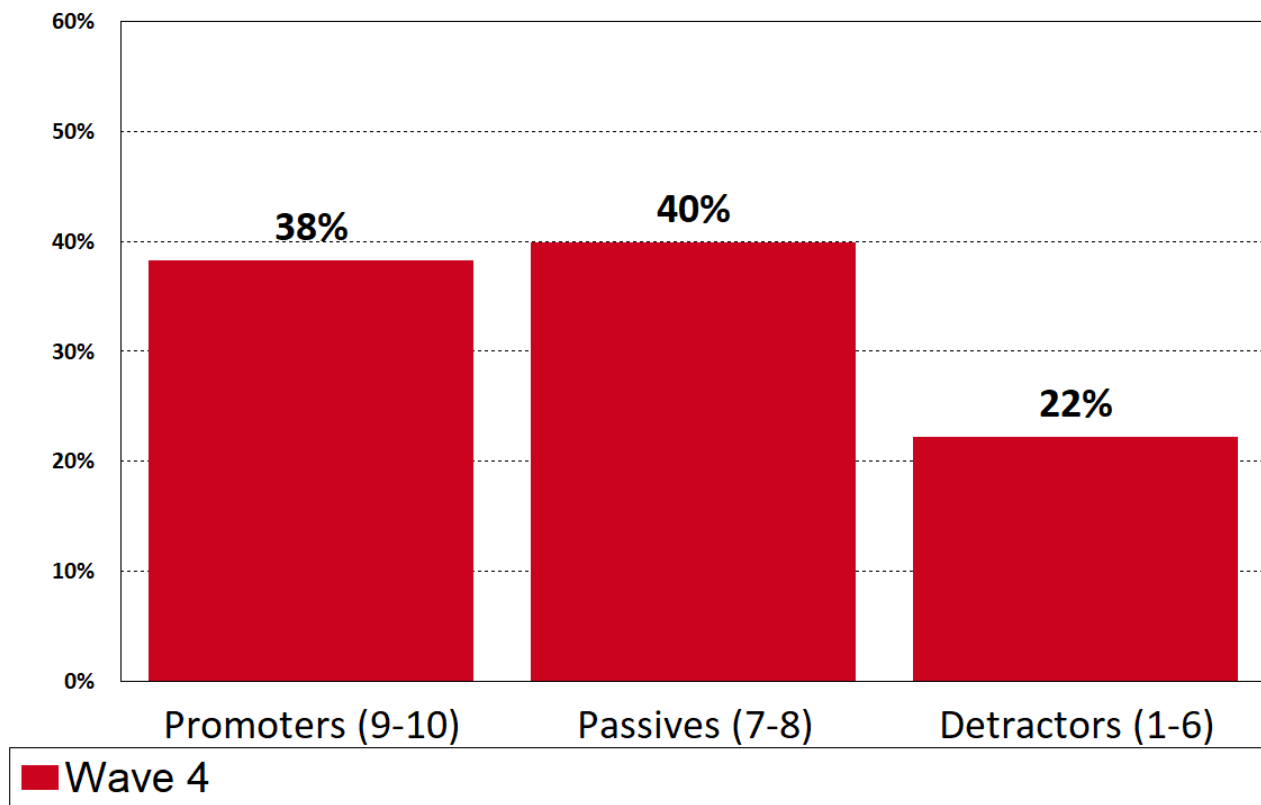
Why are you taking this trip?



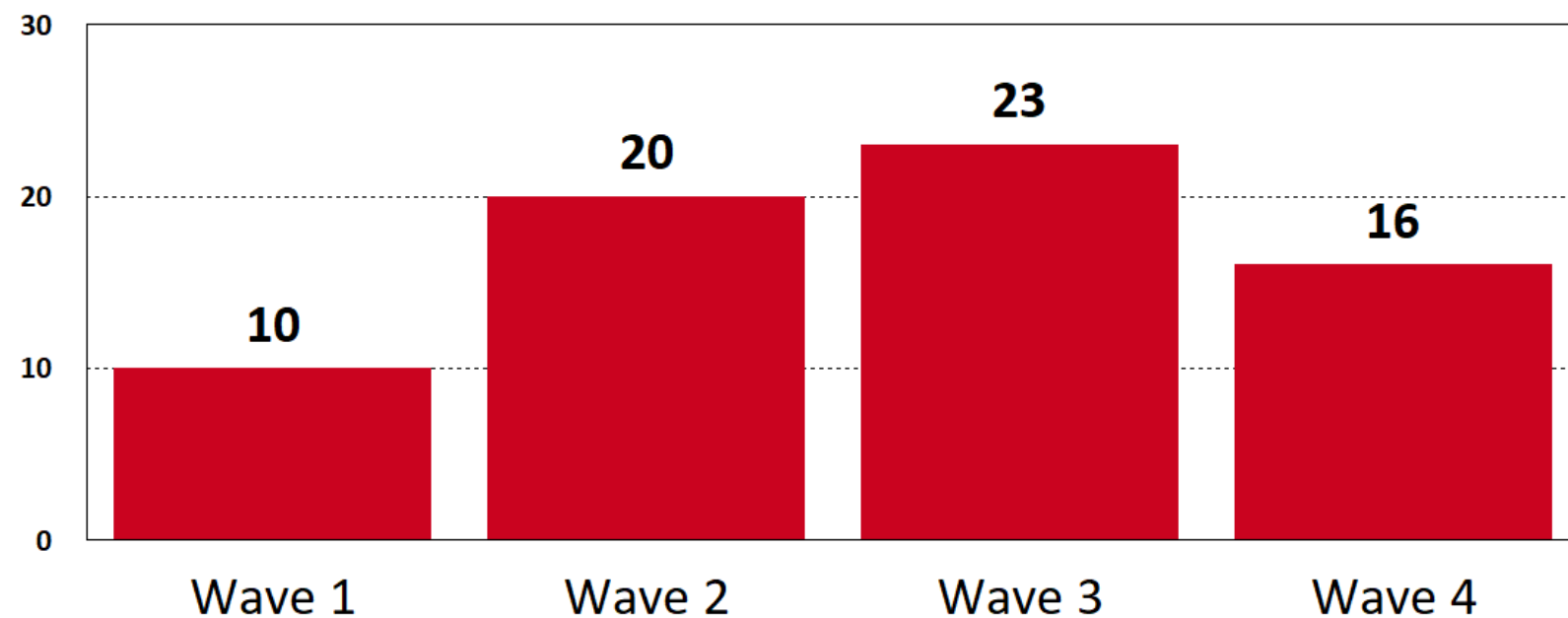
# Net Promoter Score (NPS)

## Fixed Route Bus

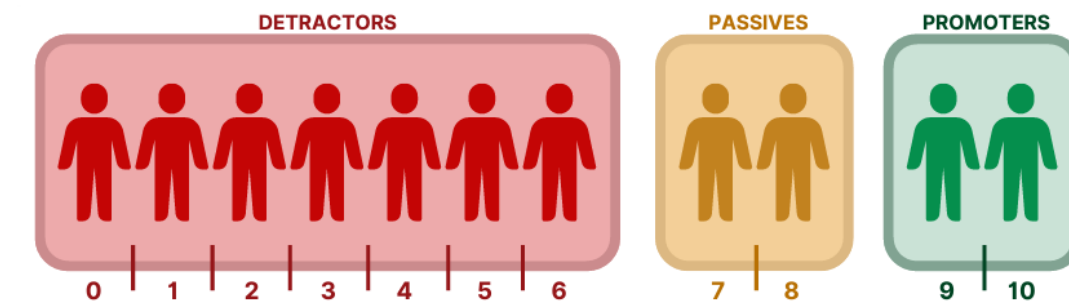
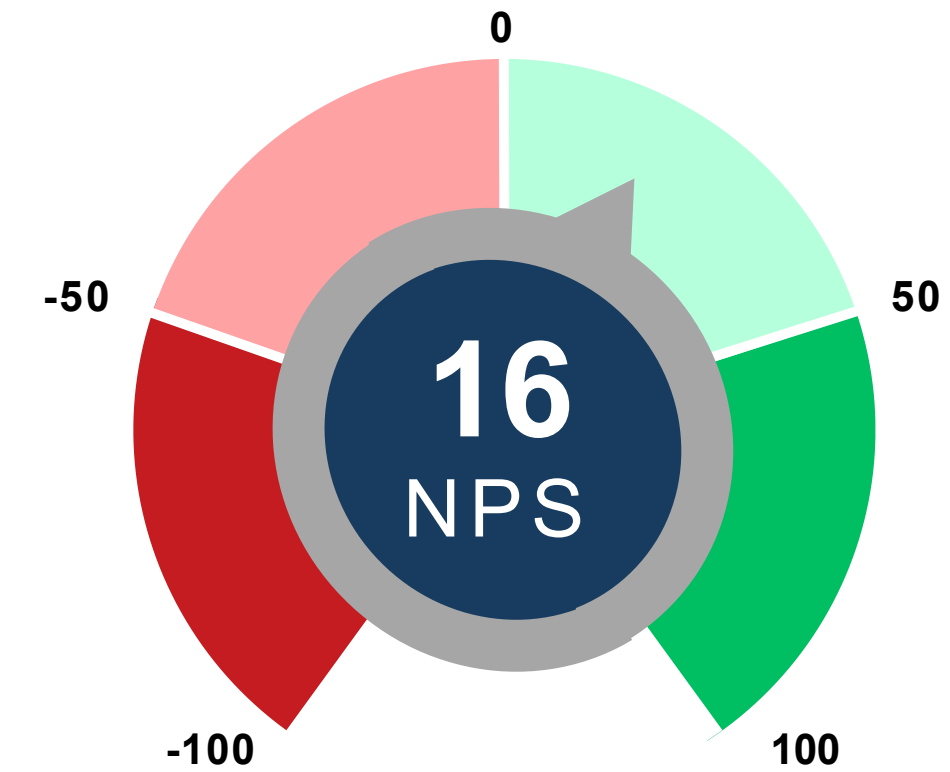
All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



Net Promoter Score



RTA's FR NPS is down 7 points since Wave 3 from 23 to 16.



Net Promoter Score = %Promoters - %Detractors





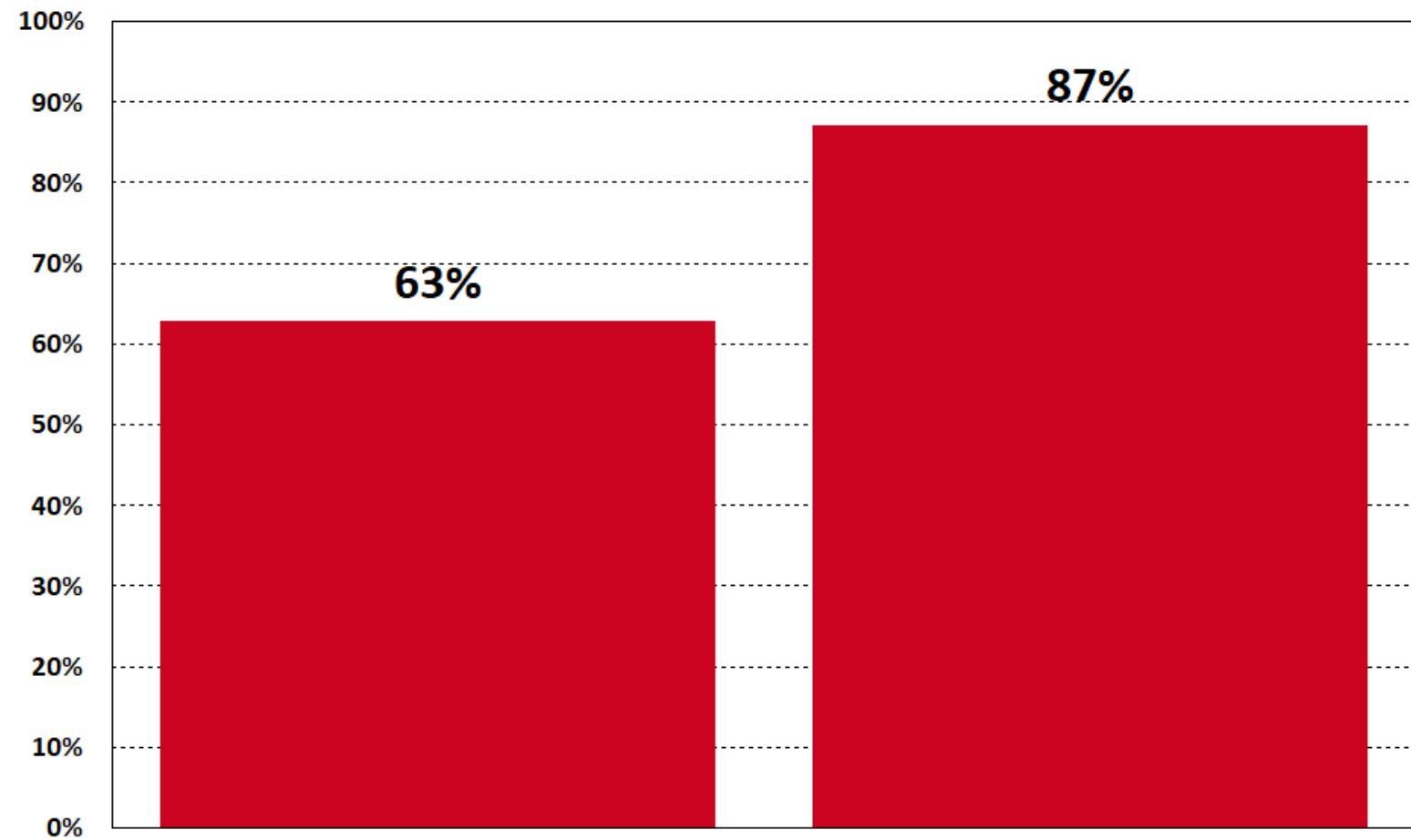
# Satisfaction and Community Value



- 63% of FR customers are satisfied overall with the bus service.
- 87% of FR customers believe the RTA system provides value to the community.
- 26% of FR customers believe the bus service has gotten better in the past year.

Overall Satisfaction

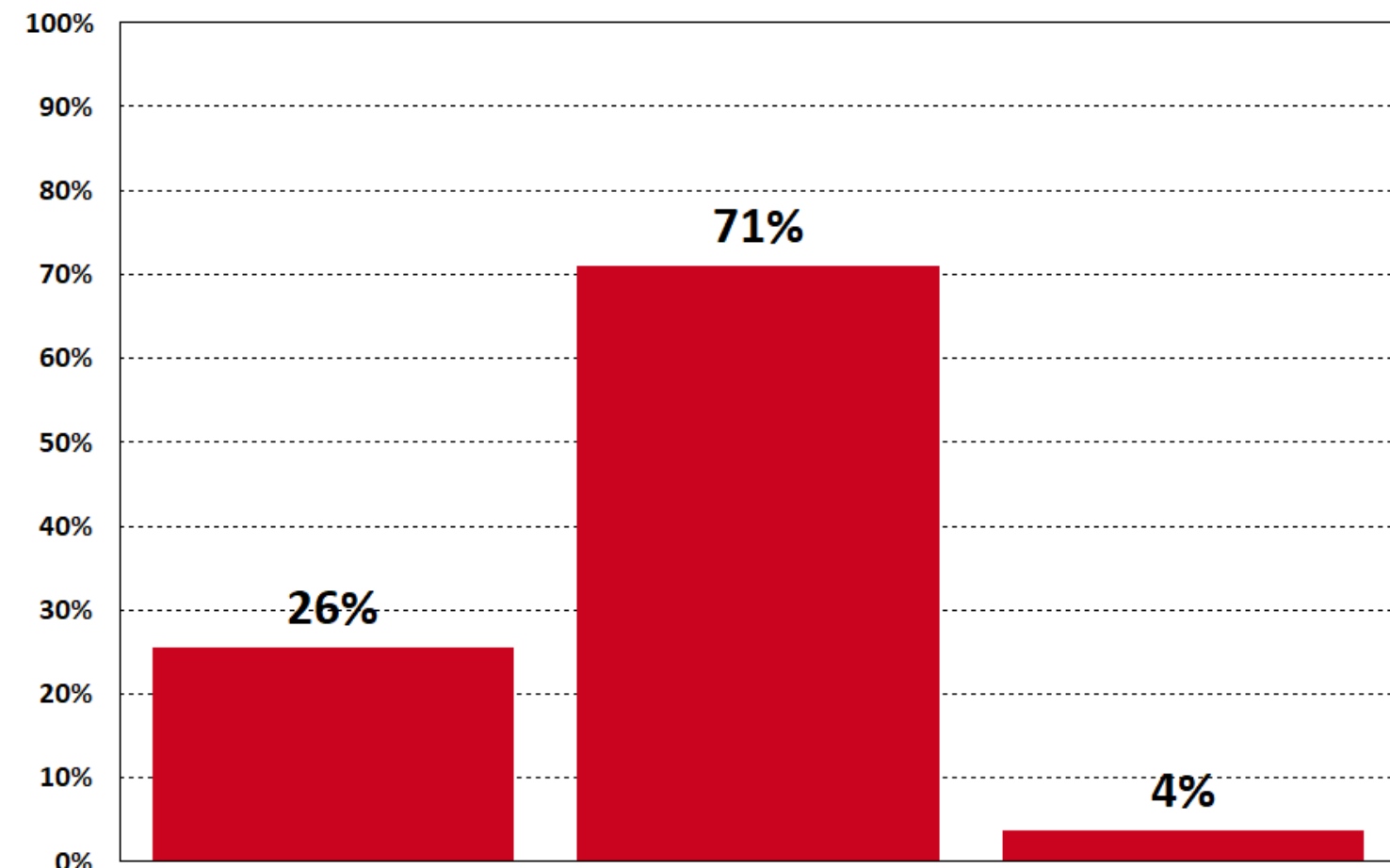
Community Value



How satisfied are you overall with the bus service?

RTA system provides value to the community

In the past year, the bus service has:



Gotten better

Stayed about the same

Gotten worse

# Customer Importance Factors

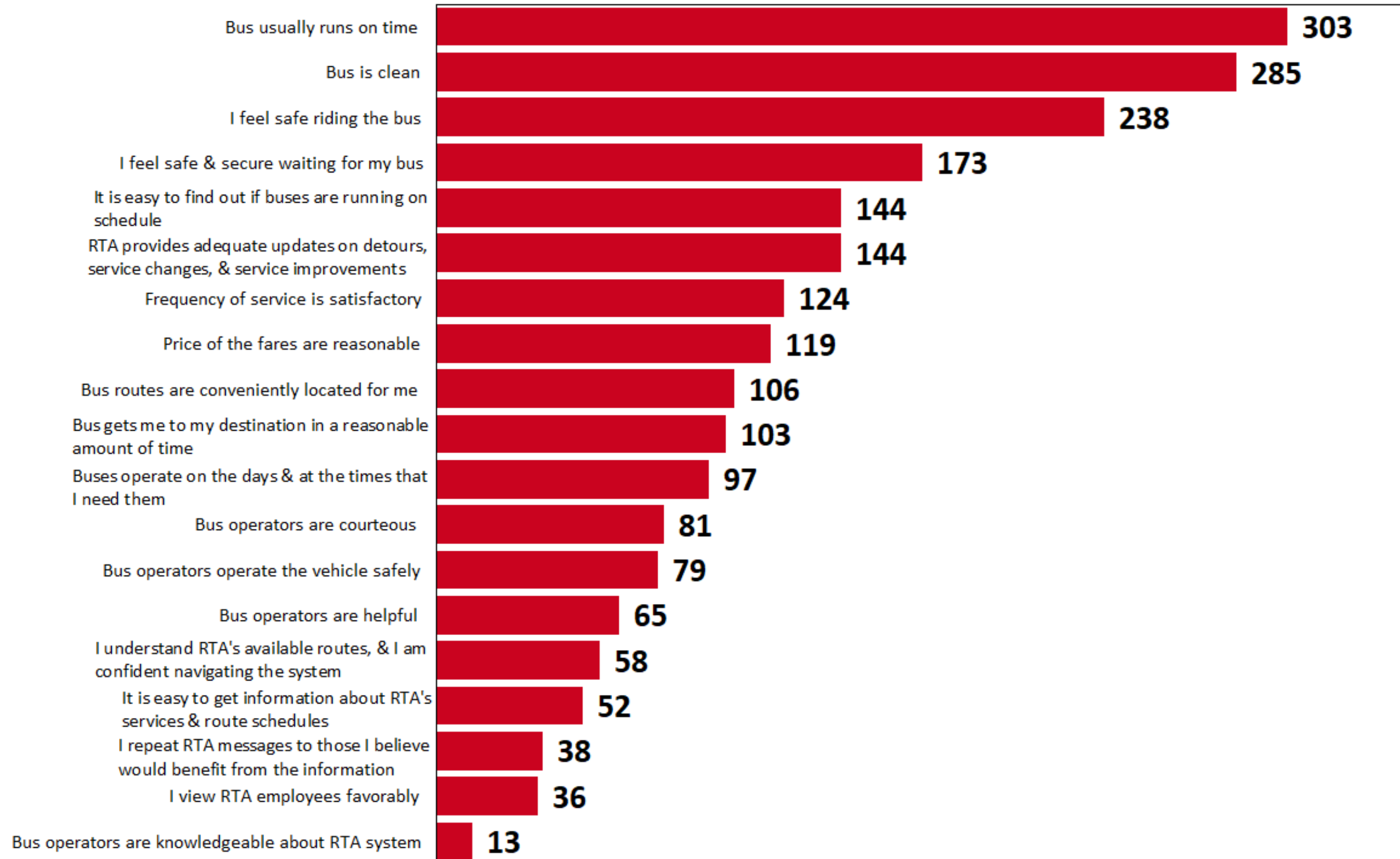
*Fixed Route Bus*



# Top Customer Importance Factors



- The top three importance factors to FR customers are buses running on time (303), cleanliness (285), and safety while riding (238).

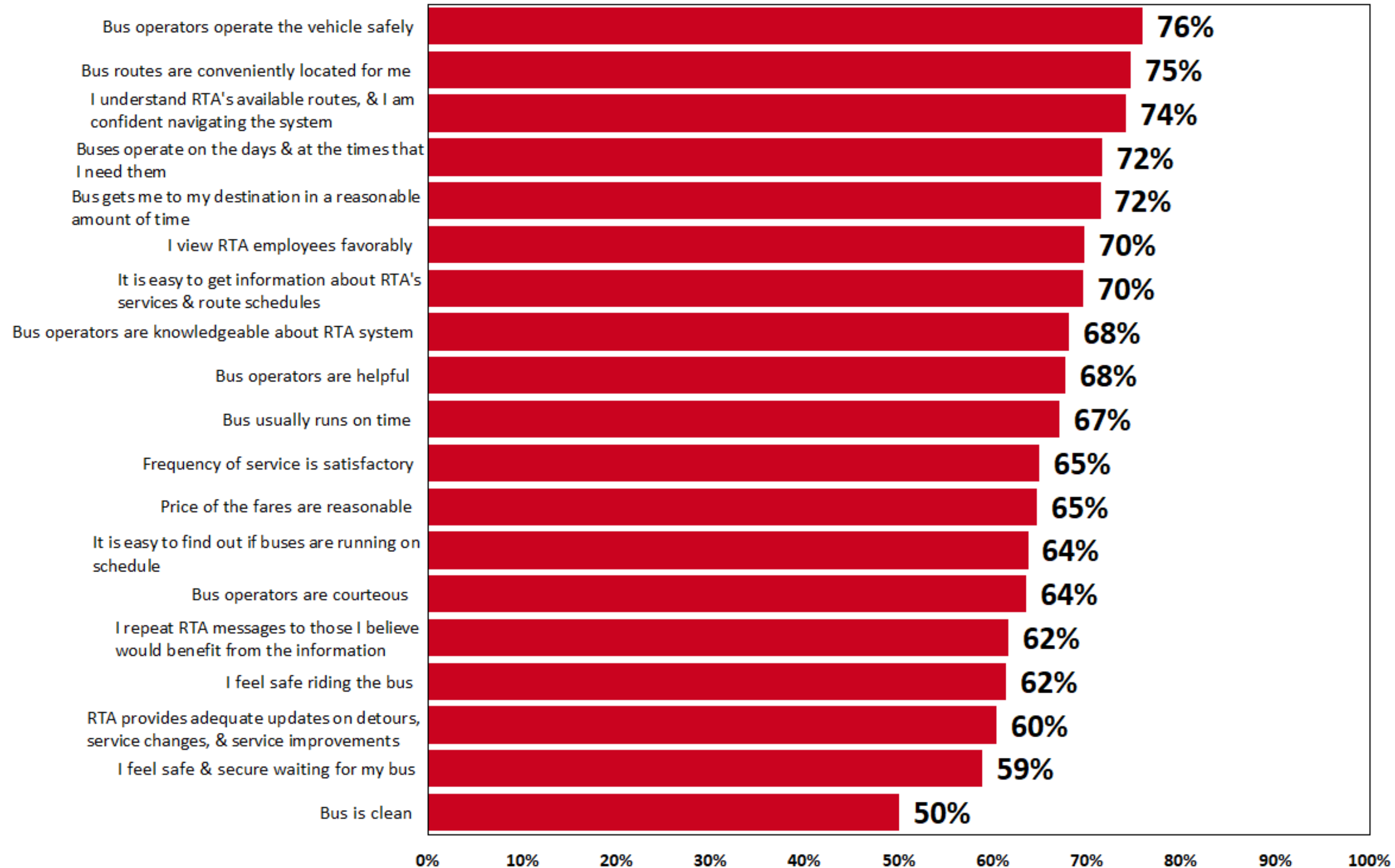




# Level of Agreement

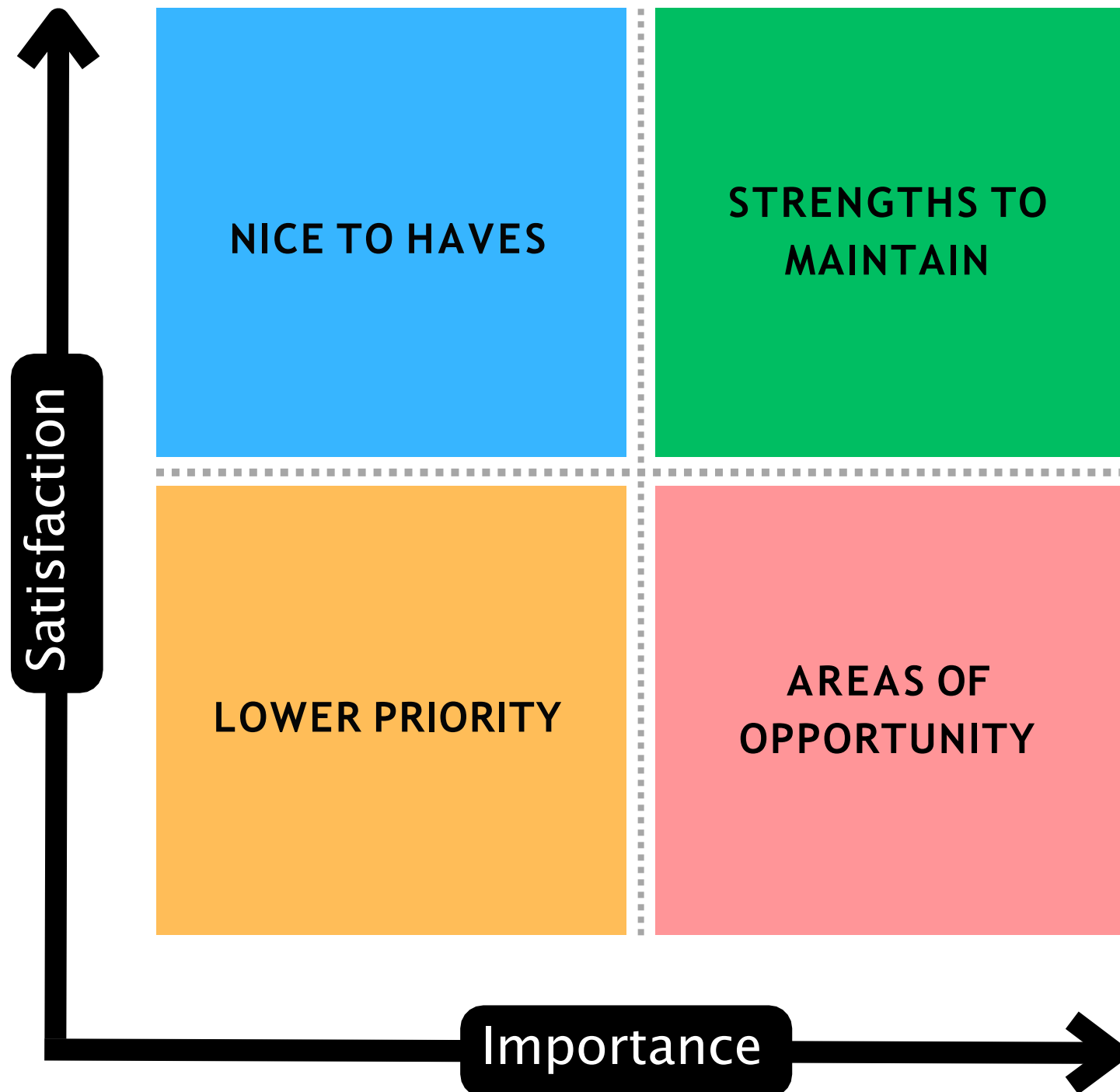


## Fixed Route Bus



# Key Driver Analysis

## Satisfaction vs. Importance

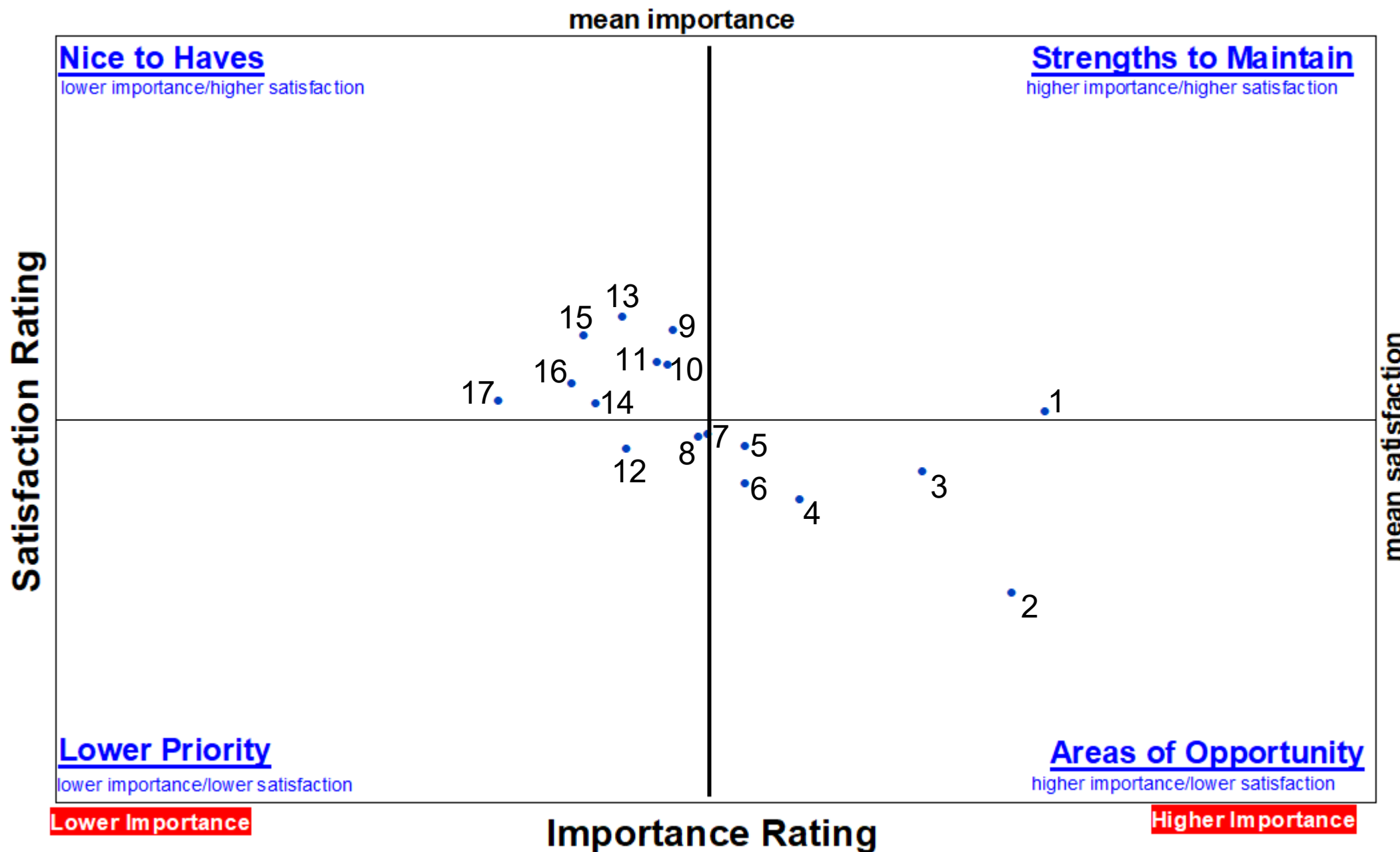


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



## Legend

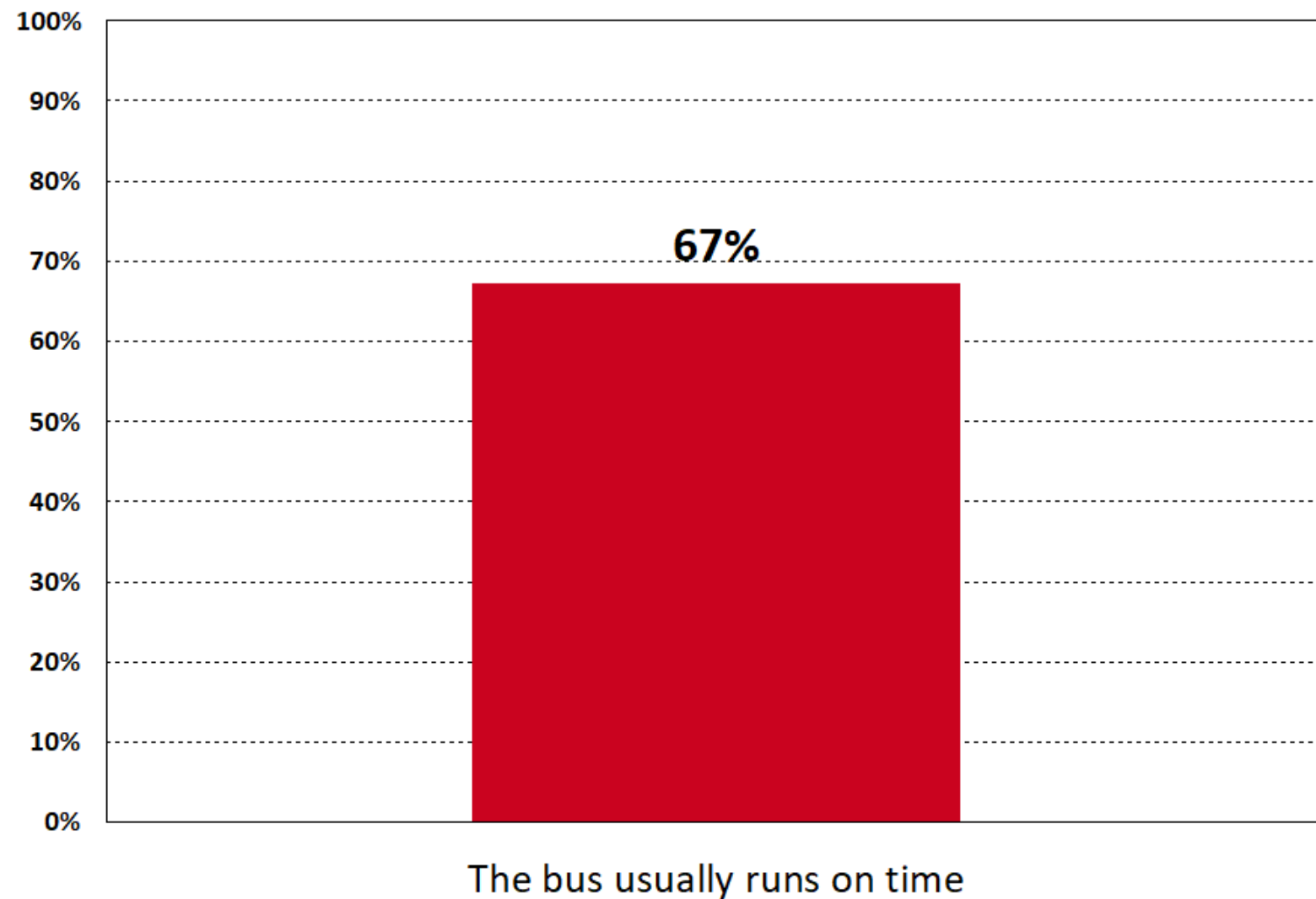
1. Bus usually runs on time
2. Bus is clean
3. I feel safe riding the bus
4. I feel safe & secure waiting for my bus
5. It is easy to find out if buses are running on schedule
6. RTA provides adequate updates on detours, service changes, & service improvements
7. Frequency of service is satisfactory
8. Price of the fares is reasonable
9. Bus routes are conveniently located for me
10. Bus gets me to my destination in a reasonable amount of time
11. Buses operate on the days & at the times that I need them
12. Bus operators are courteous
13. Bus operators operate the vehicle safely
14. Bus operators are helpful
15. I understand RTA's available routes, & I am confident navigating the system
16. It is easy to get information about RTA's services & route schedules
17. Bus operators are knowledgeable about RTA system



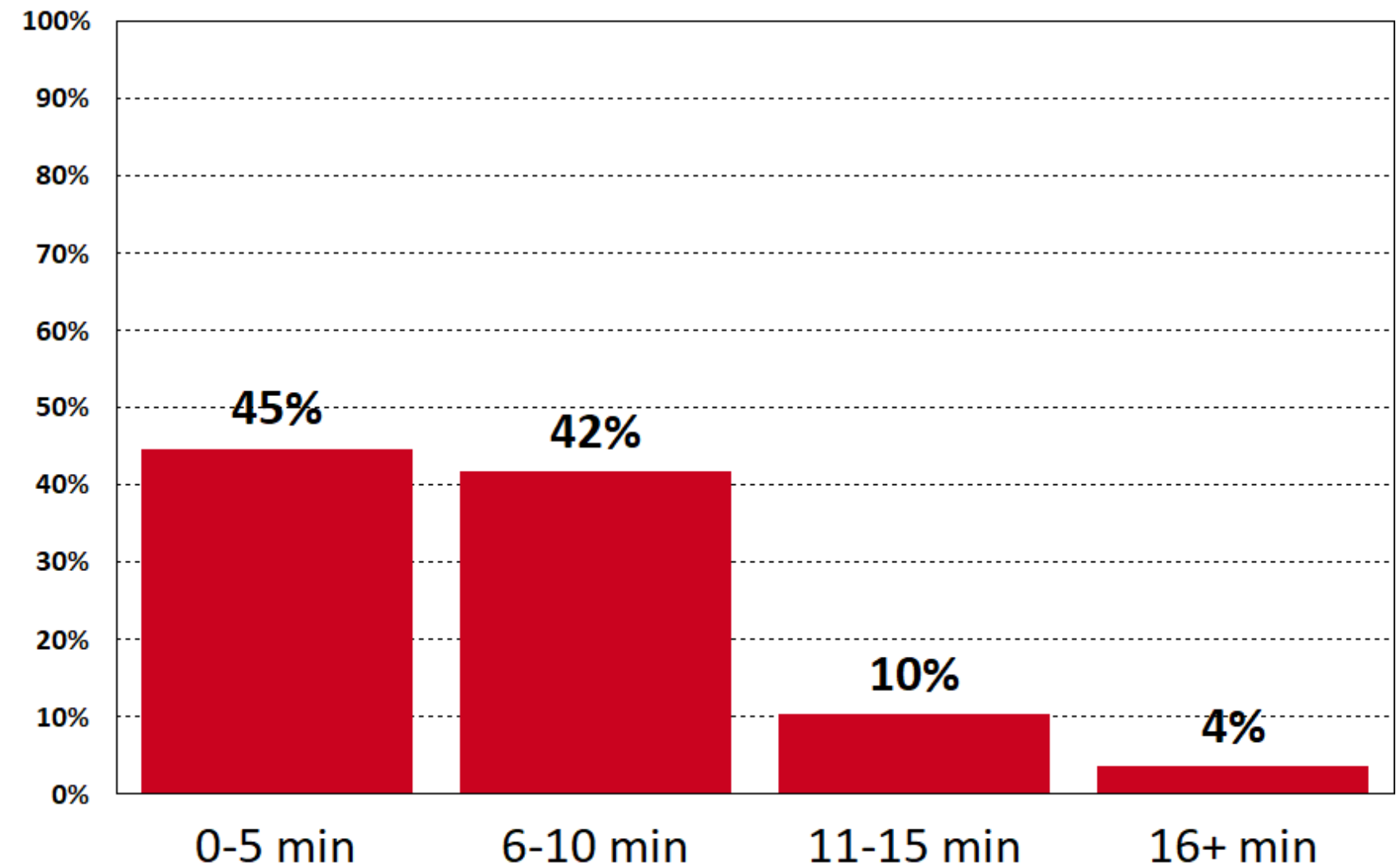
# On-Time Performance

- 67% of FR customers are satisfied with the On-Time Performance.
- 45% of FR customers believe it is acceptable for the bus to arrive 0 to 5 - minutes beyond its scheduled time.

On-Time Performance



How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?



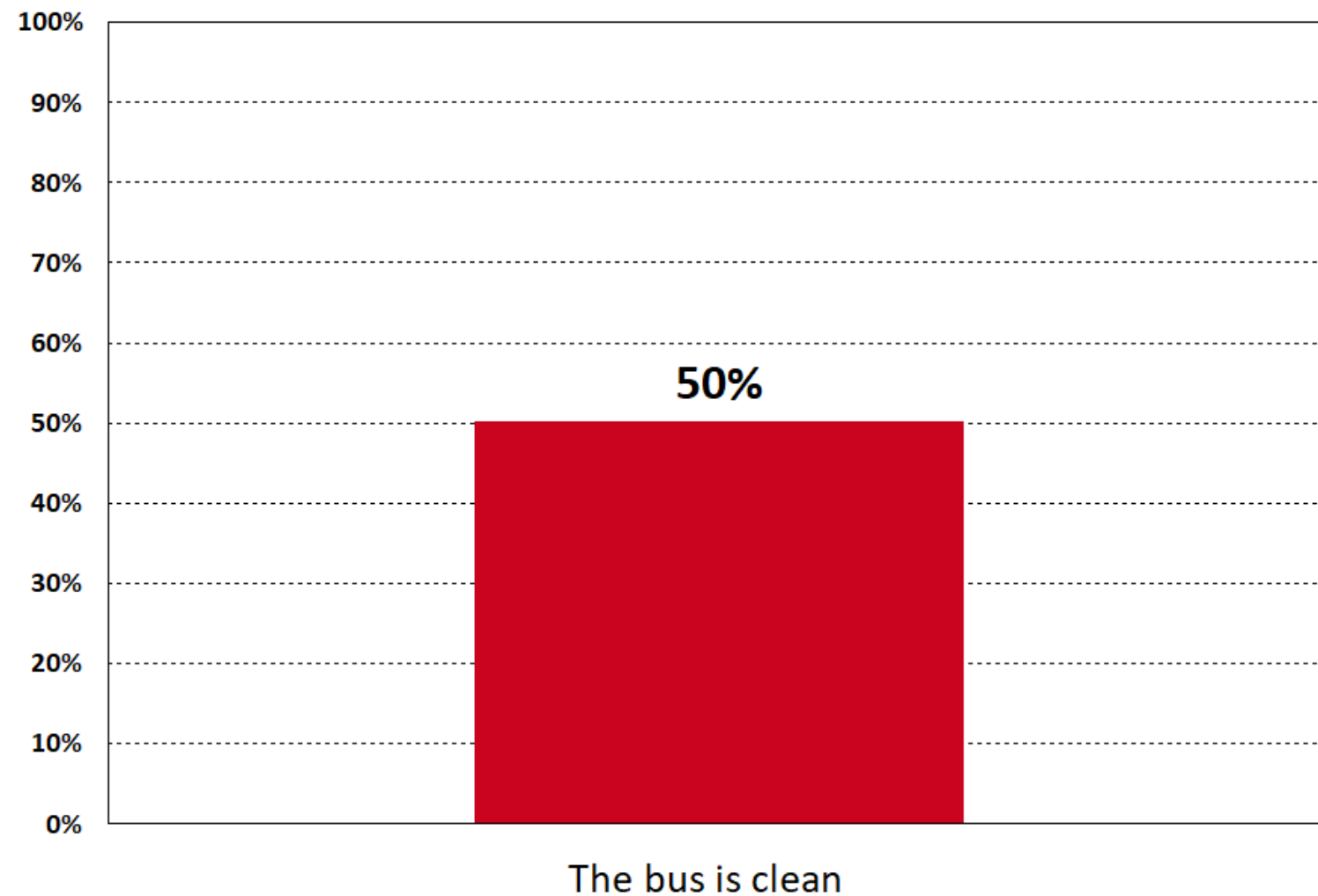




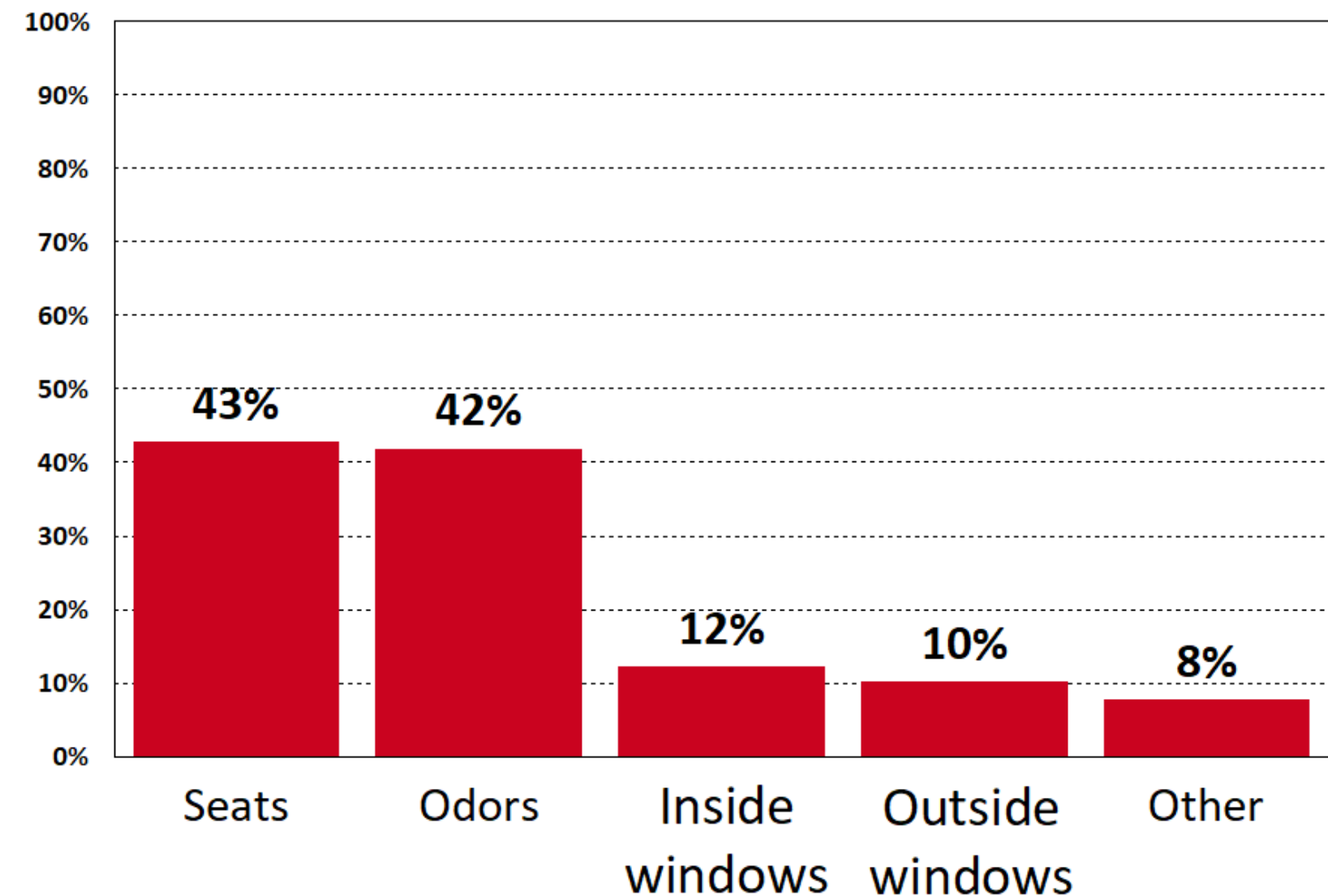
# Cleanliness of Buses

- 50% of FR customers are satisfied with the cleanliness of buses.
- FR customers think focusing on seats (43%) and odors (42%) would improve their satisfaction with bus cleanliness. 18% of the write-in answers were "Floors."

Cleanliness of Buses



Which areas would you like RTA to focus on to improve your satisfaction with bus cleanliness?

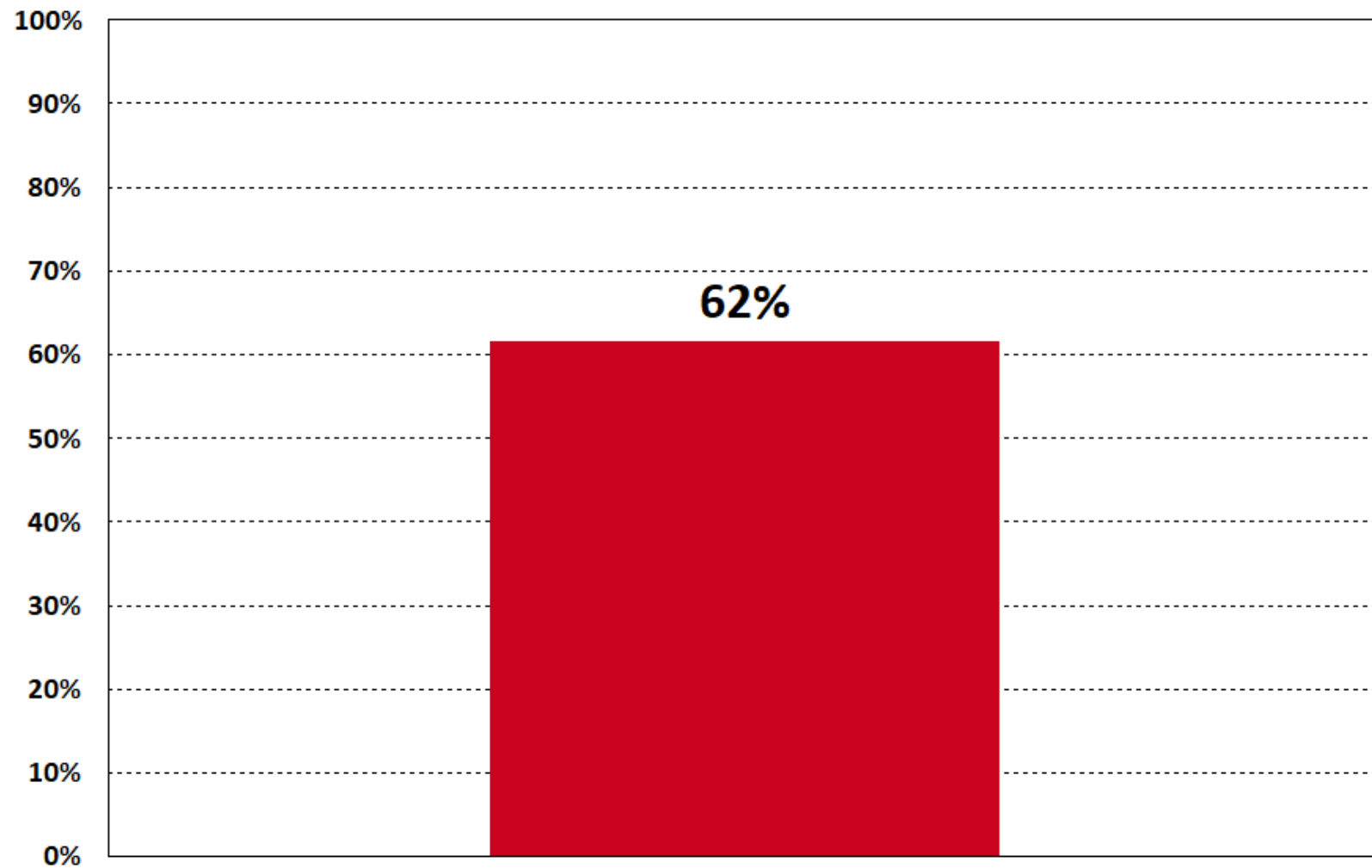




# Bus and Bus Stop Safety

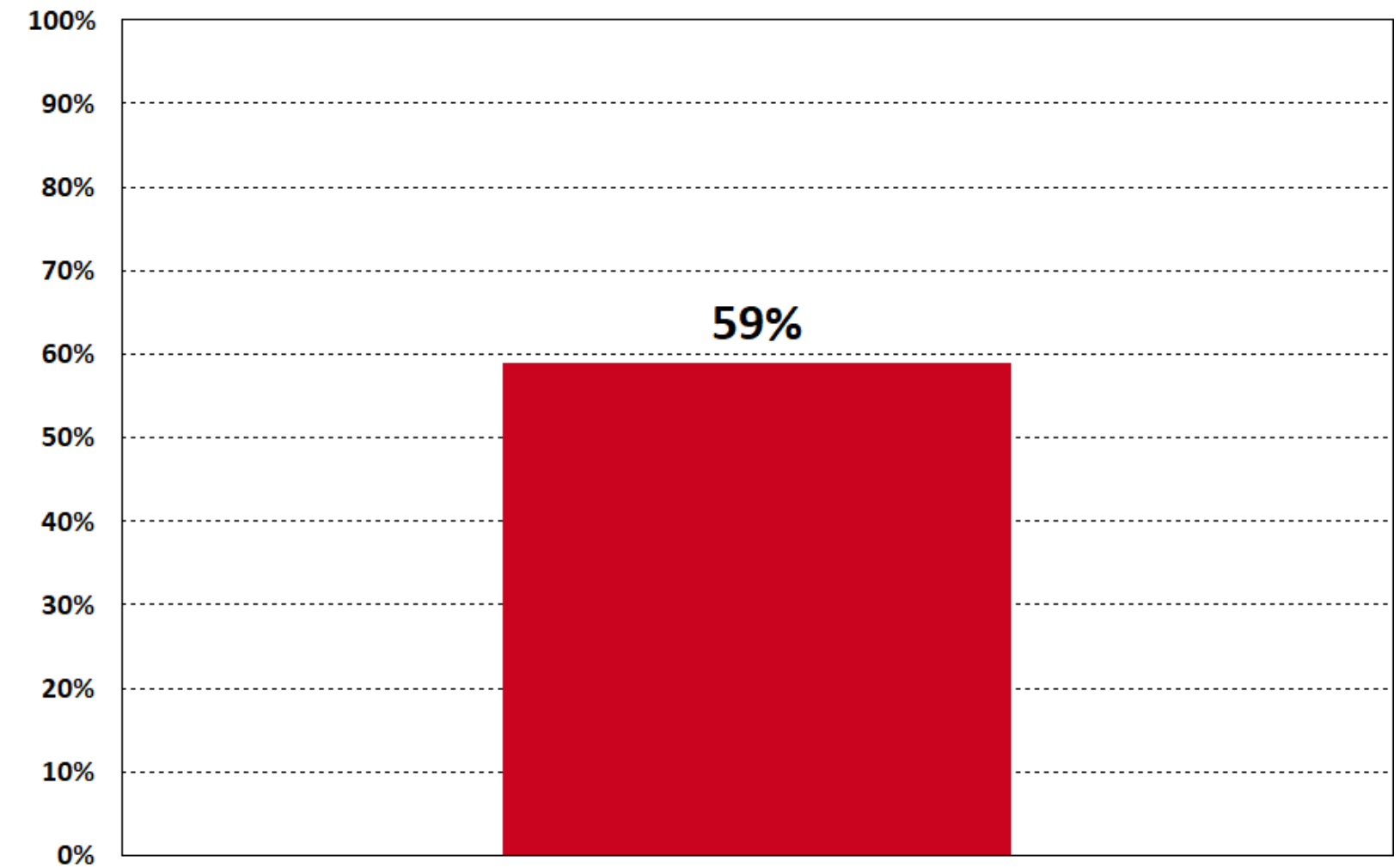
- 62% of FR customers feel safe while riding the bus and 59% of FR customers feel safe while waiting for the bus.

Bus Safety



I feel safe riding the bus

Bus Stop Safety



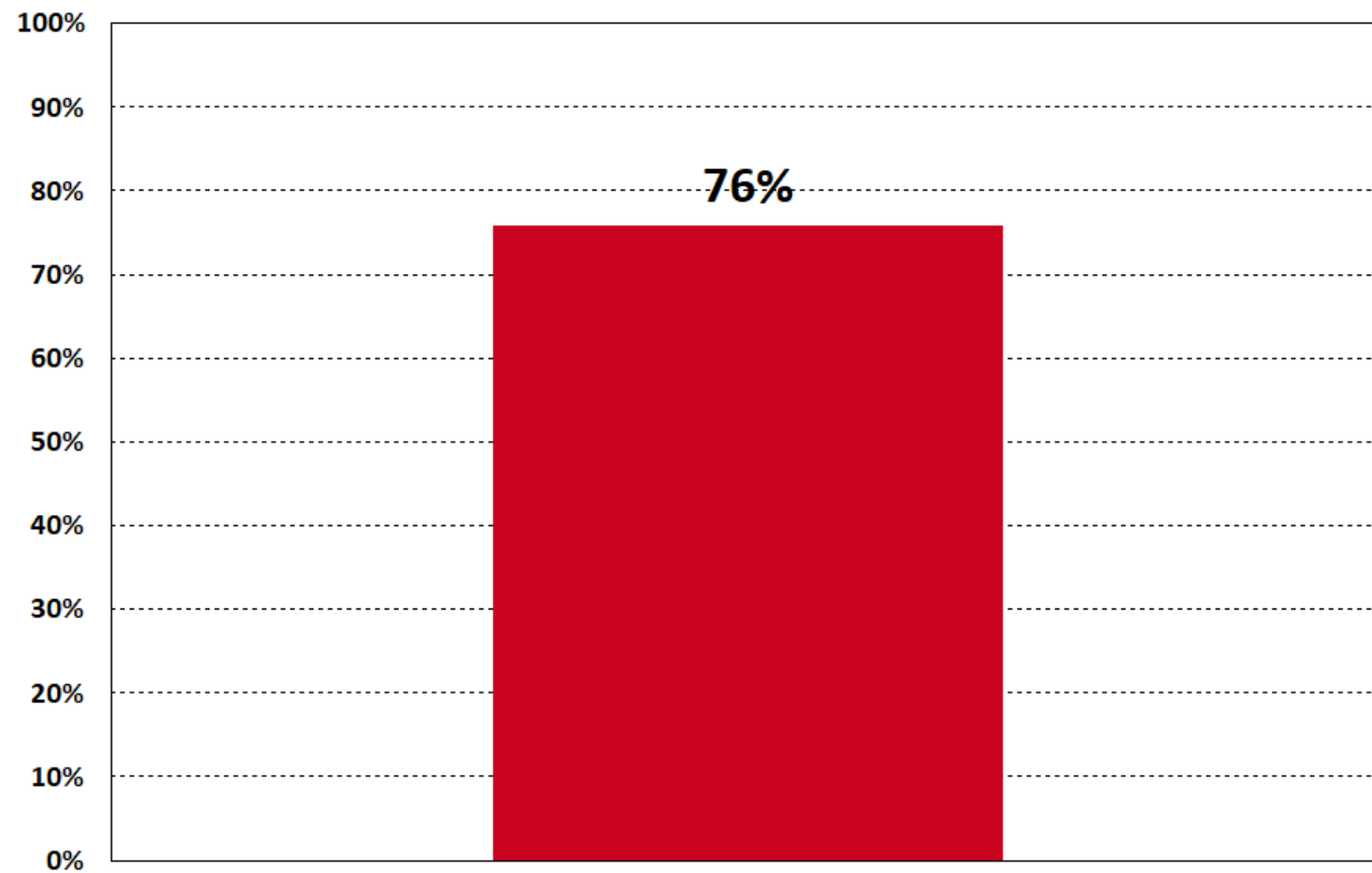
I feel safe & secure waiting for my bus



# Funding

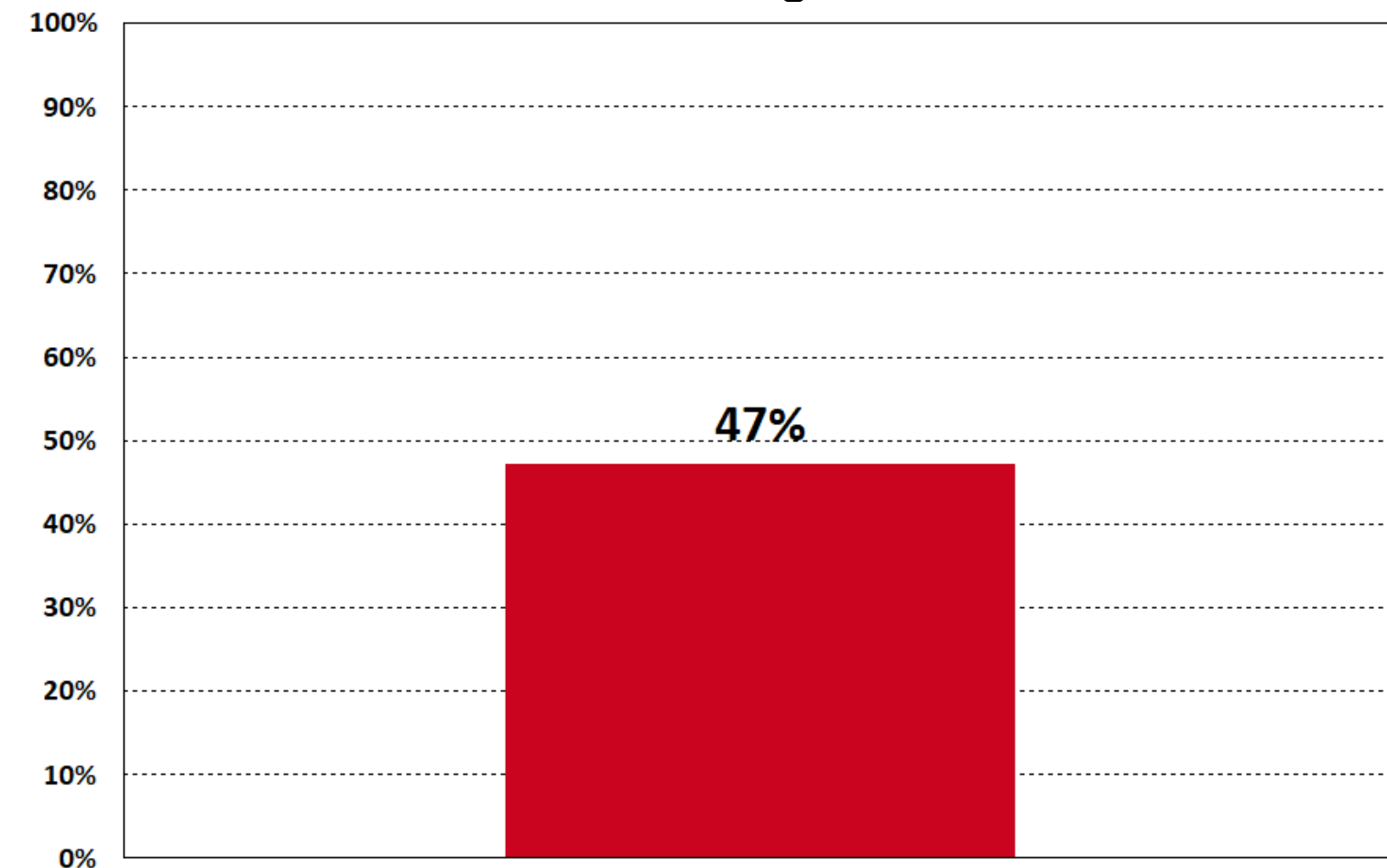
- 76% of FR customers feel the community should consider increasing funding to improve service.
- 47% of FR customers feel RTA manages financial resources appropriately

### Transit Investment



The community should consider increasing funding in order to improve service

### Resource Management



RTA manages their financial resources appropriately

# Customer Service

*Fixed Route Bus*

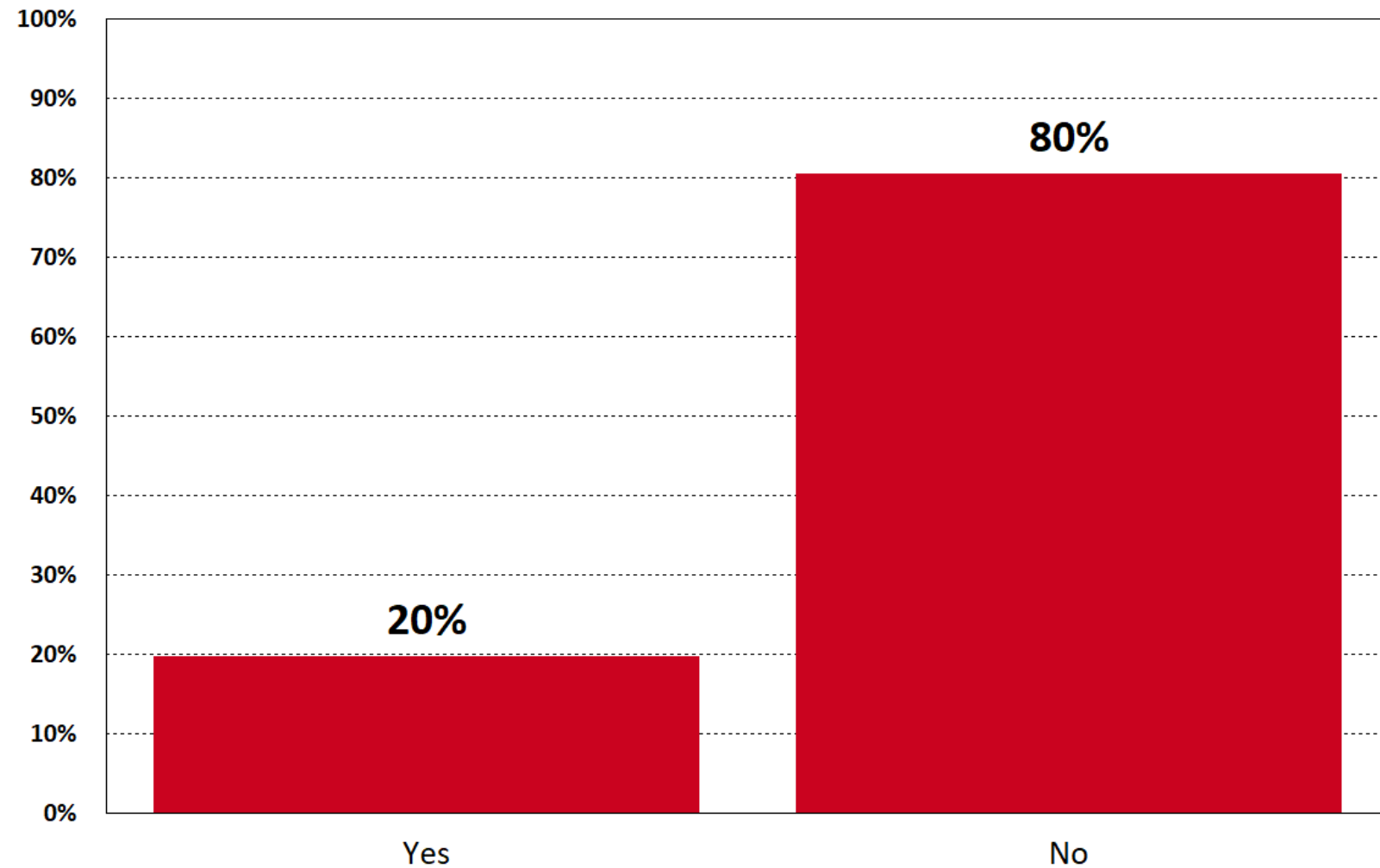


# Communications with Customer Service

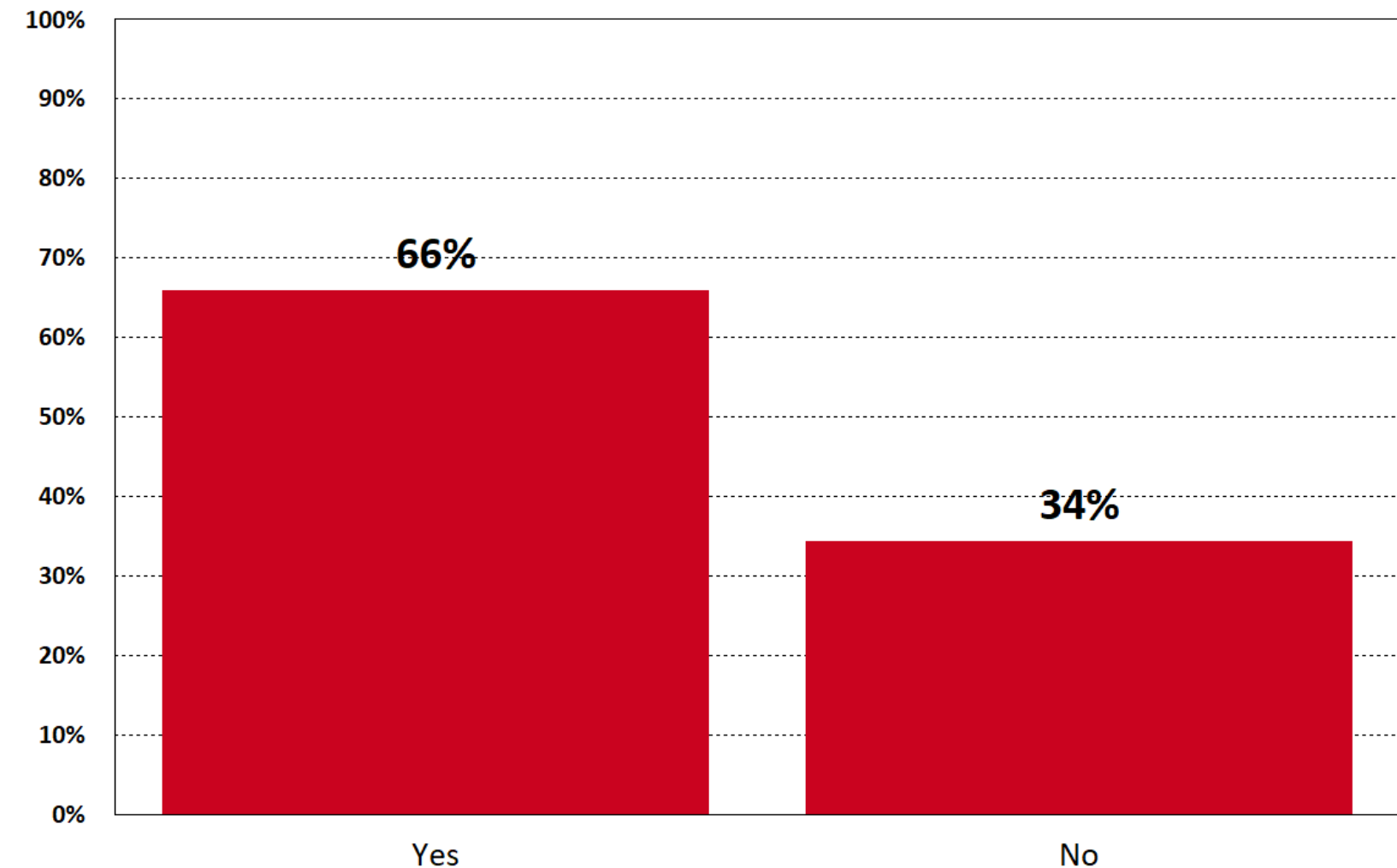


- 20% of FR Customers have contacted RTA in the last 3 months.
- Of the FR Customers who have contacted RTA, 66% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?

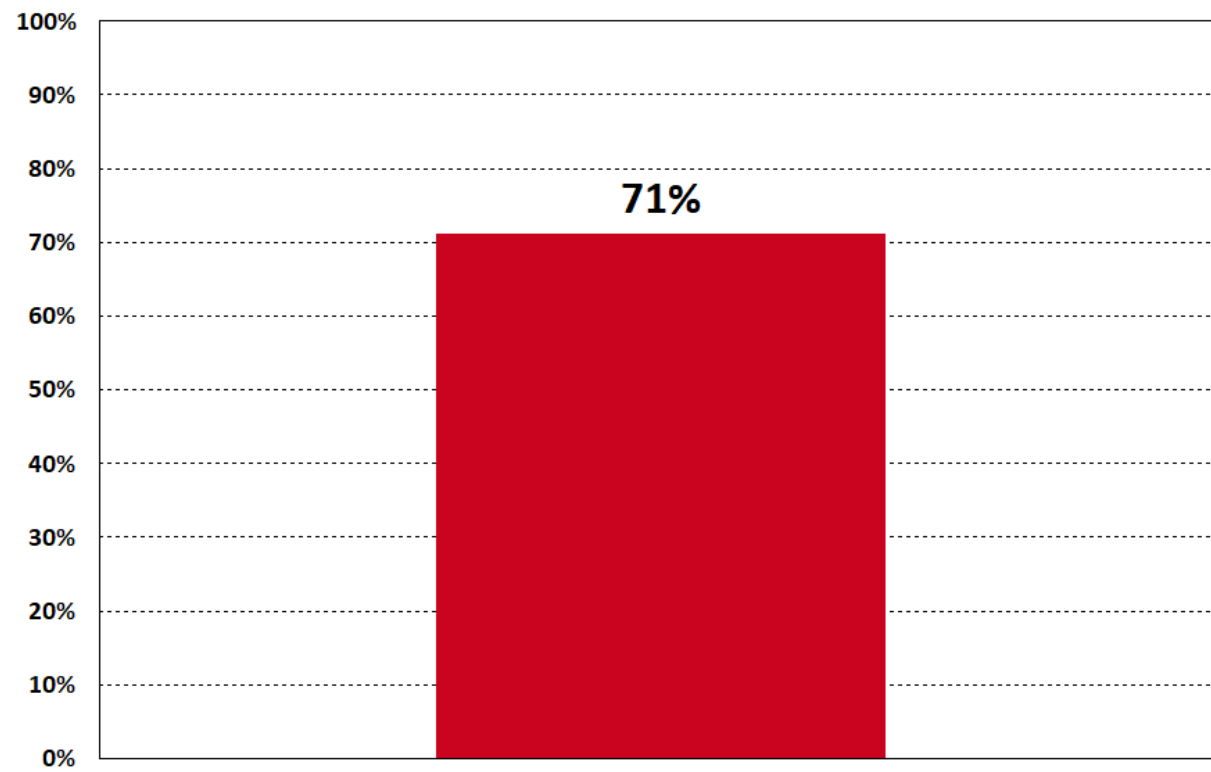




# Overall Communications

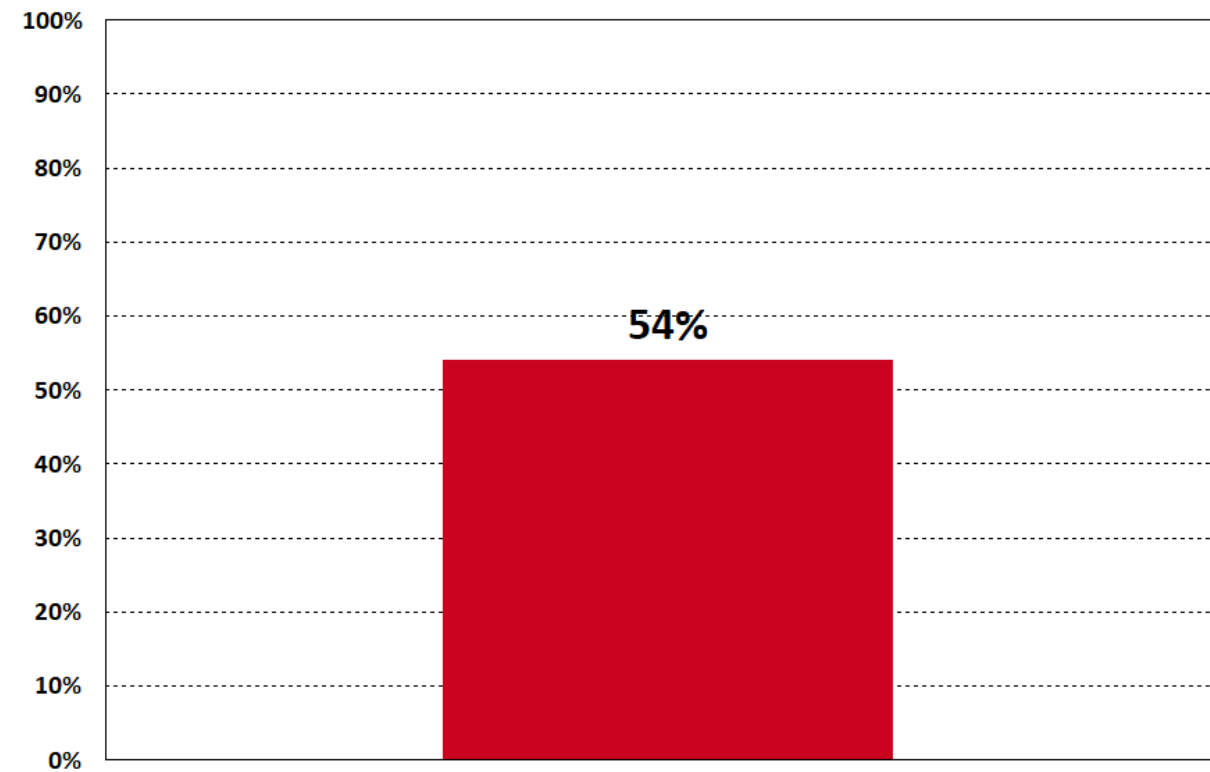
- 57% of FR customers are satisfied with the overall quality of RTA communications material.
- 54% of FR customers agree RTA Customer Service calls are answered promptly, and 71% agree that customer service representatives are helpful and courteous.

### Customer Service Courtesy



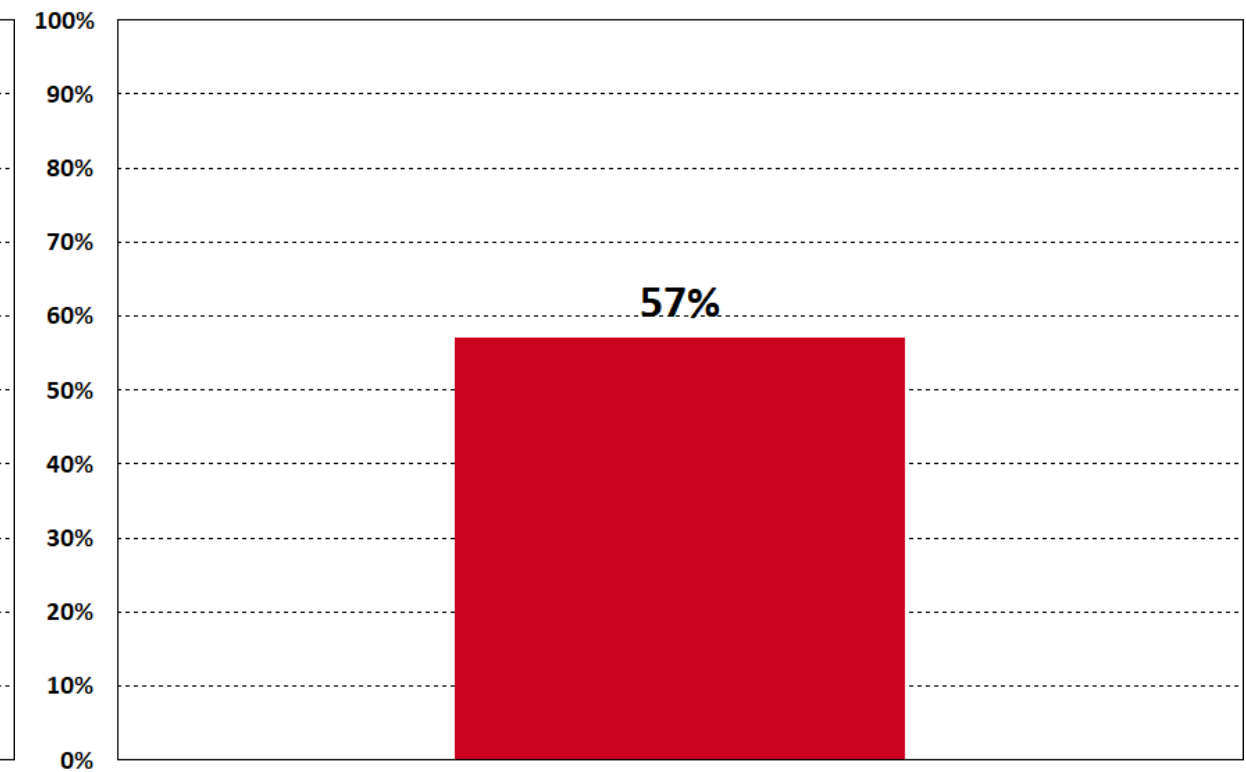
Customer Service Representatives are helpful & courteous

### Contacting Customer Service



When contacting RTA Customer Service by phone, my calls are answered promptly

### Overall Communications Material



How satisfied are you with the overall quality of RTA communications material?

# Bus Rapid Transit

(BRT)



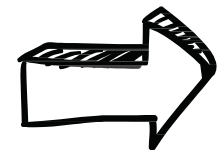




# BRT Results Overview

**63%** of BRT customers are satisfied with BRT service. **71%** of customers think Customer Service Representatives are helpful and courteous.

## Customers are MOST satisfied with...

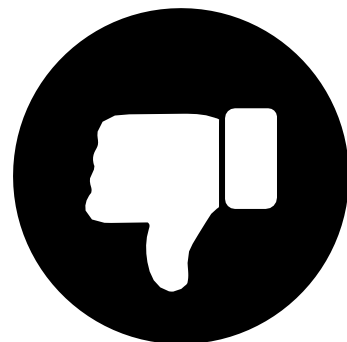


Buses operate on the days & at the times that I need them (77%)



Bus routes are conveniently located for me (74%)

## Customers are LEAST satisfied with...



Cleanliness of buses (47%)



Safety waiting for the bus (55%)

## Top Most Important Elements of BRT Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Safety while riding
4. Safety while waiting for the bus

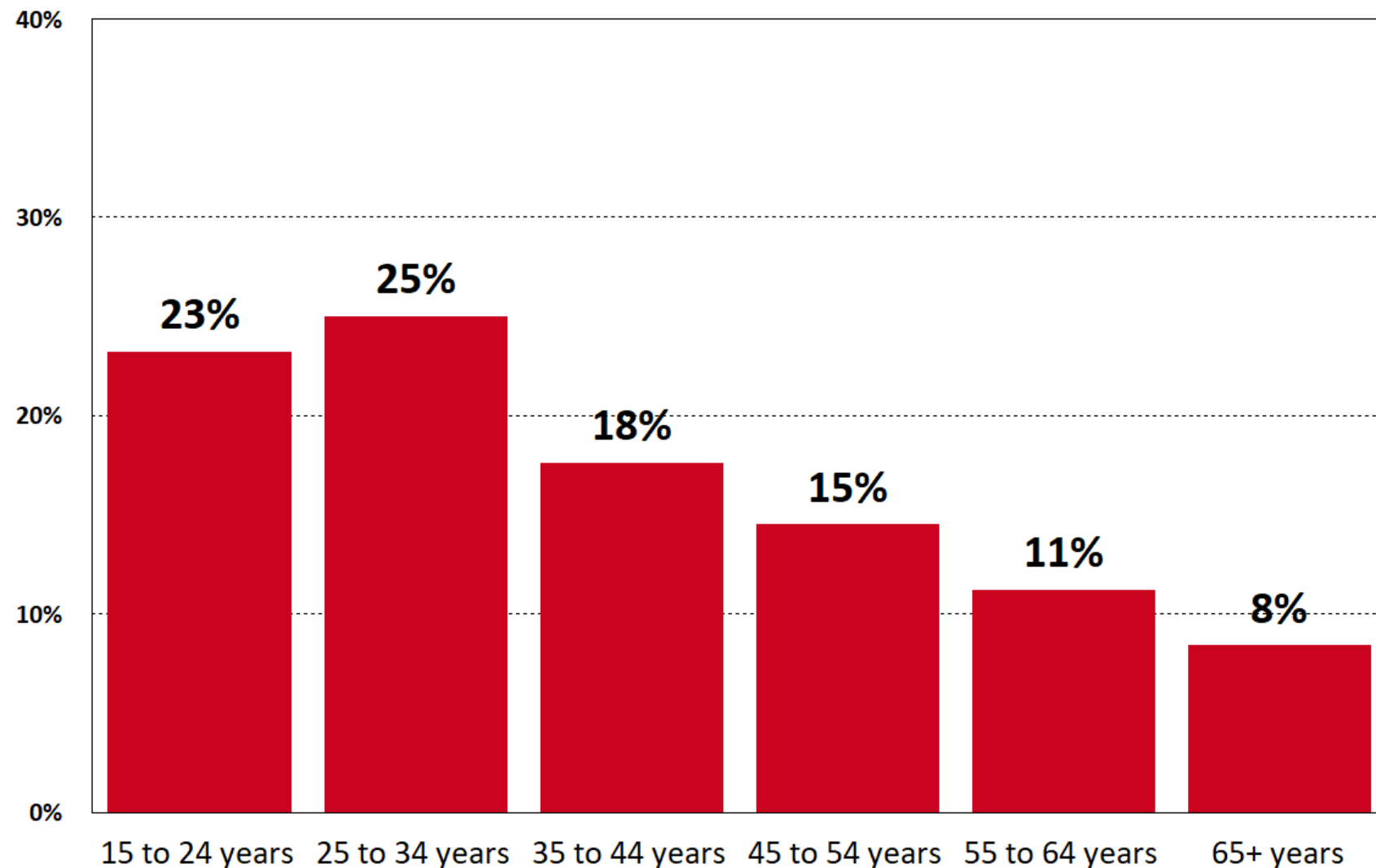
# Customer Characteristics

*Bus Rapid Transit*

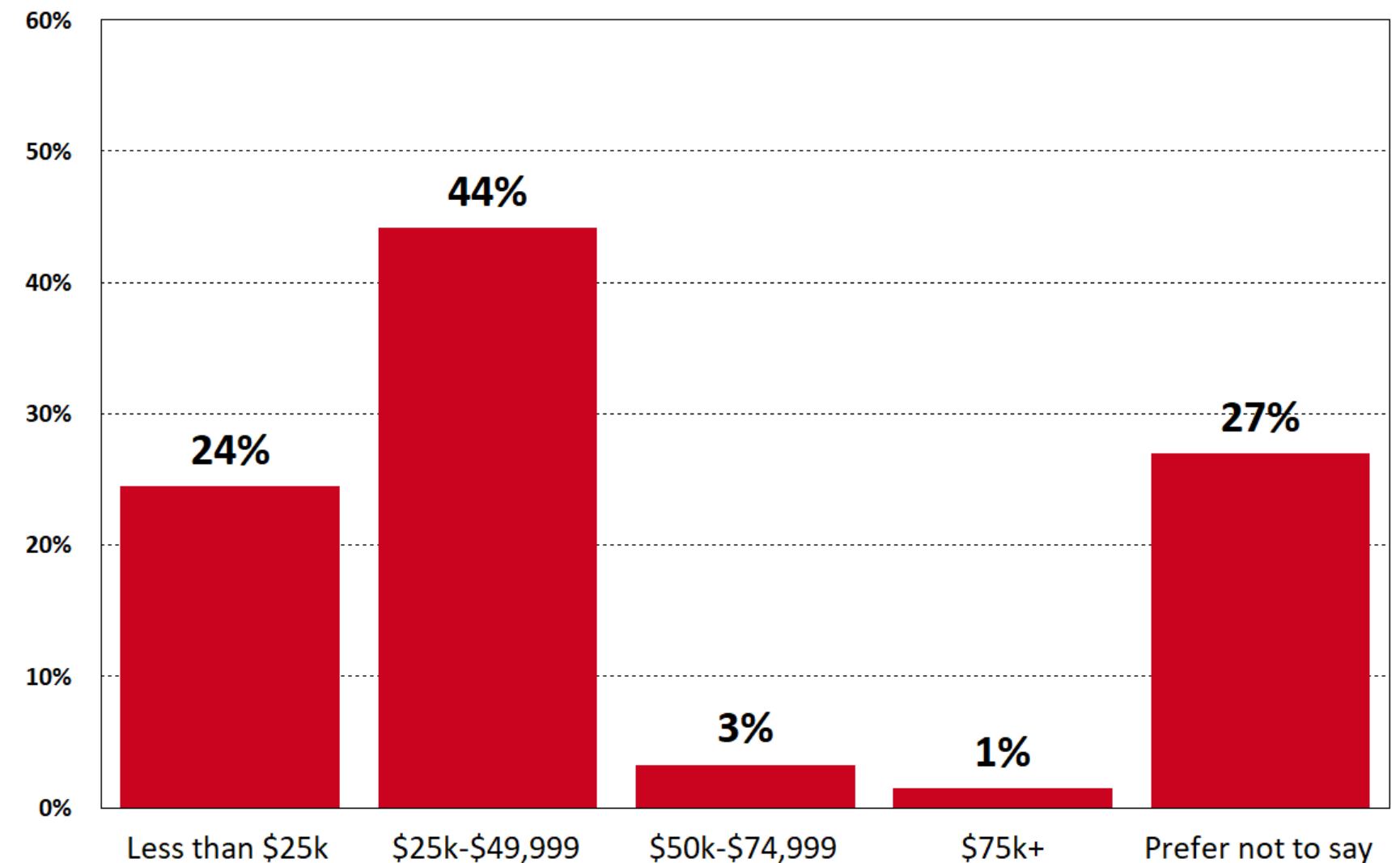
# Customer Characteristics

- The typical age of a BRT rider is between 25 to 34 years (25%) with a total household income between \$25k-\$49,999 (44%).

What is your age?



What category best describes your total annual household income?



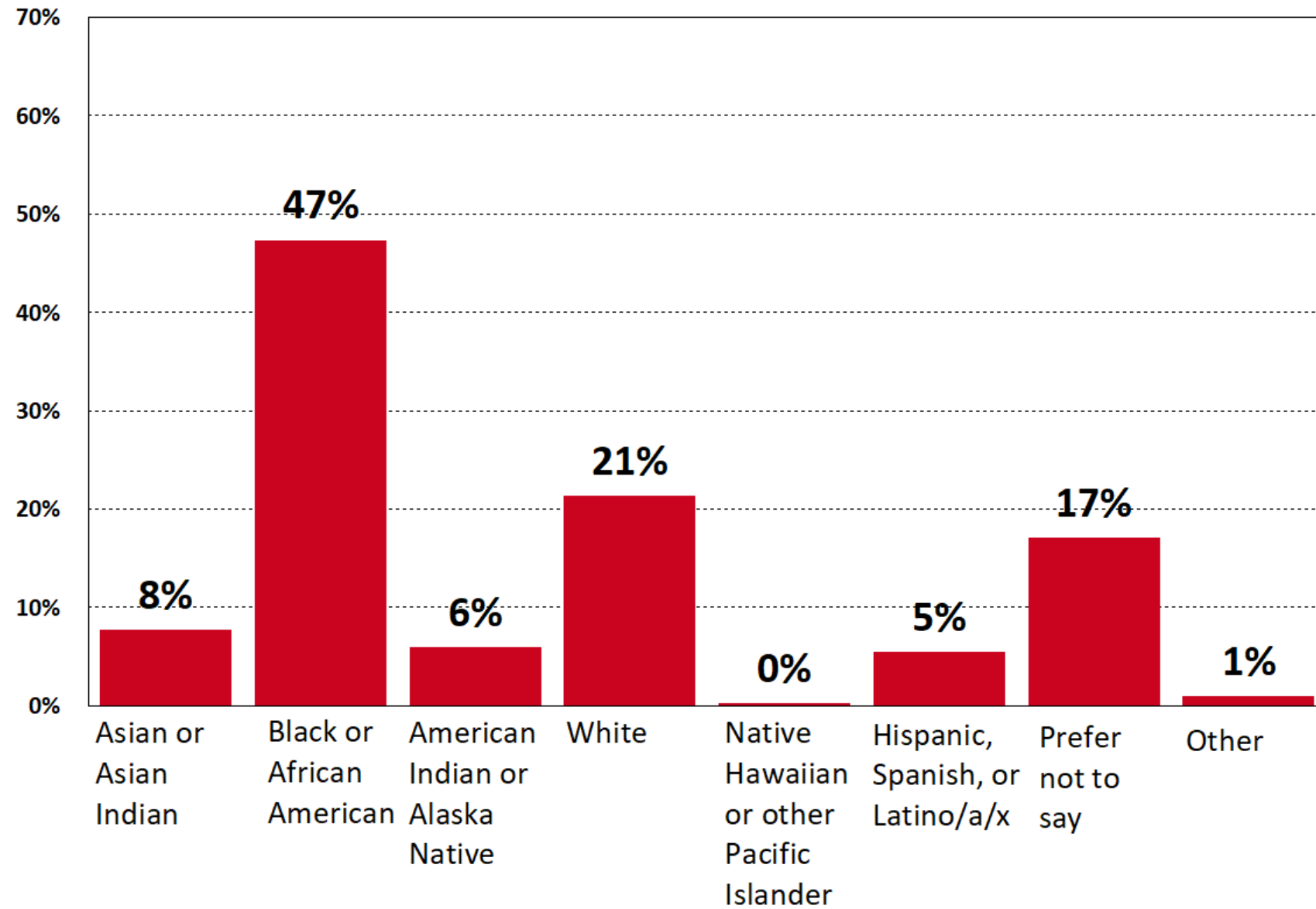


# Customer Characteristics

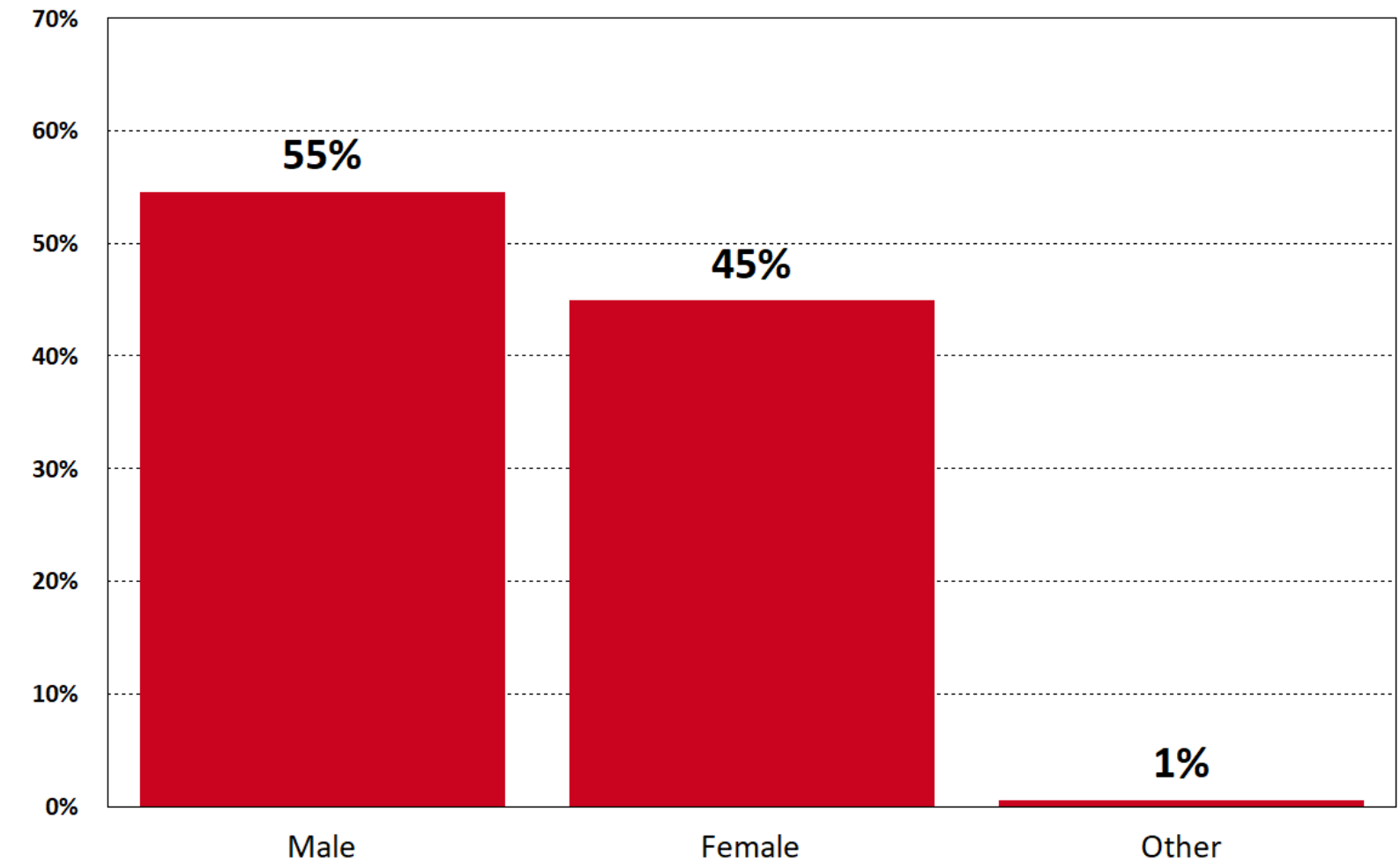


- The typical BRT customer is a Black/African American (47%) male (55%).

What is your race/ethnicity?



What is your gender?



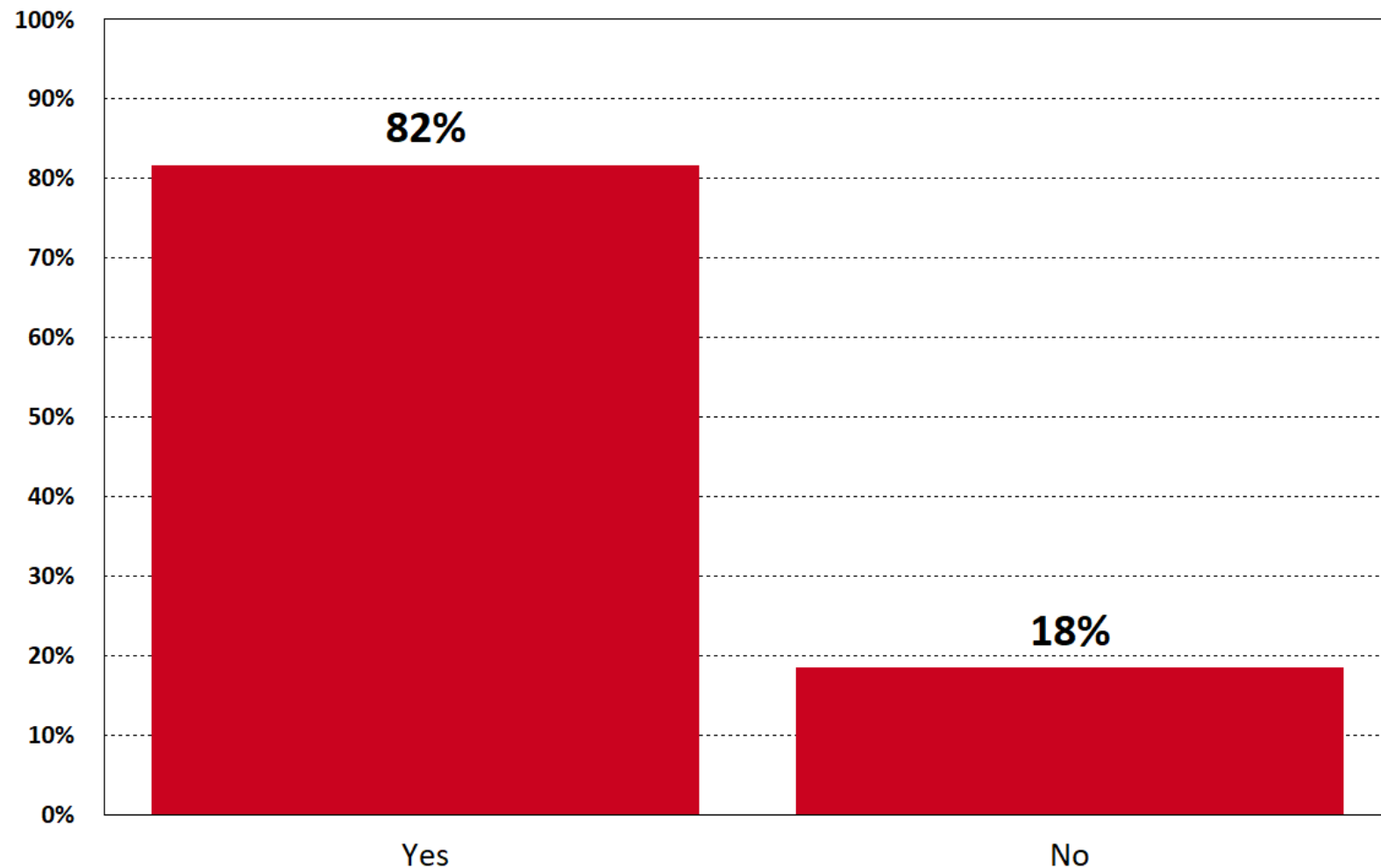


# Transit Dependence and Choice Riders

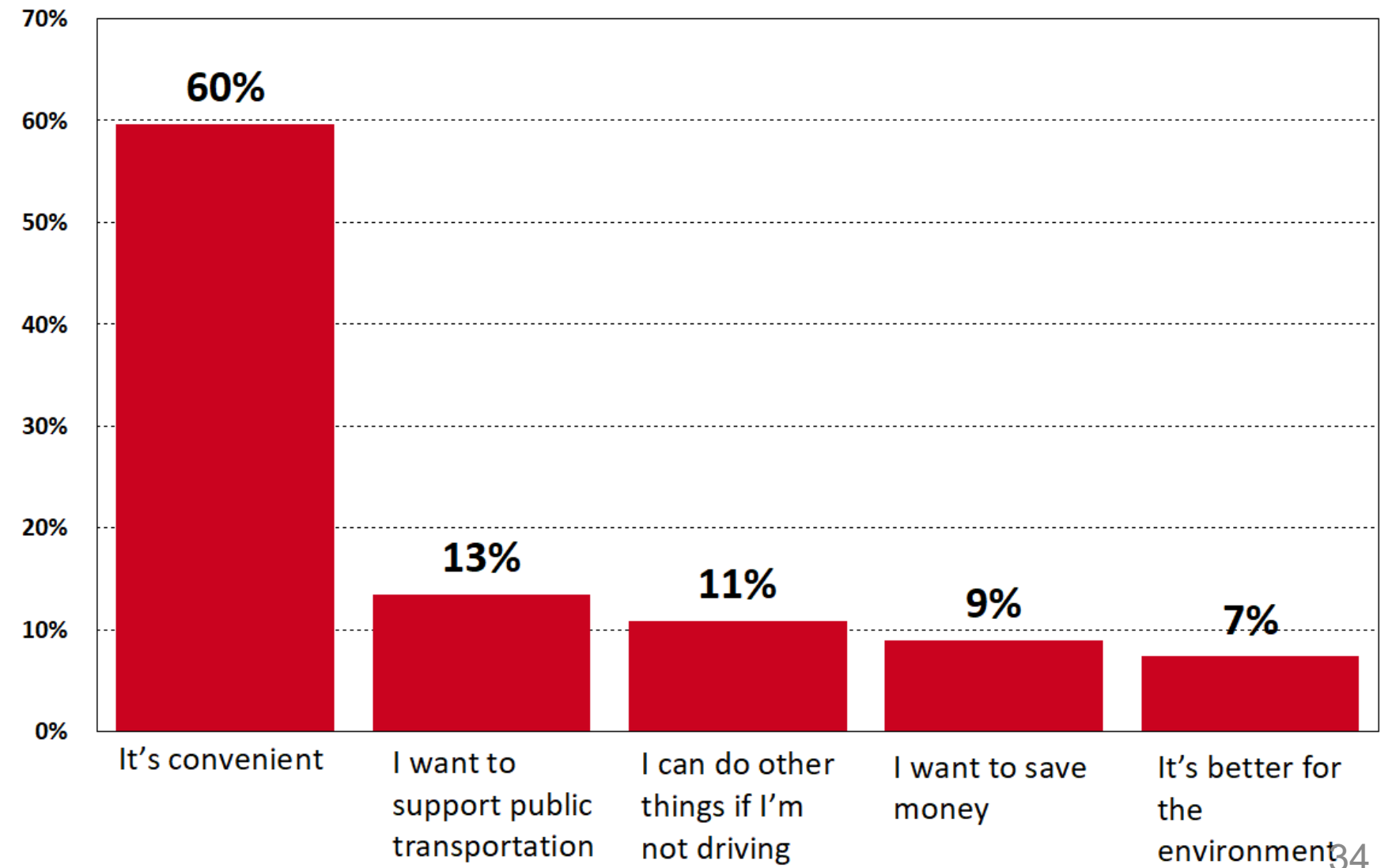


- 82% of BRT Customers are dependent on RTA buses for travel.
- Of the 18% of BRT Customers who have other transportation options, "It's convenient" (60%) is the primary reason for choosing to use RTA bus services.

Are you dependent on using RTA buses to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?



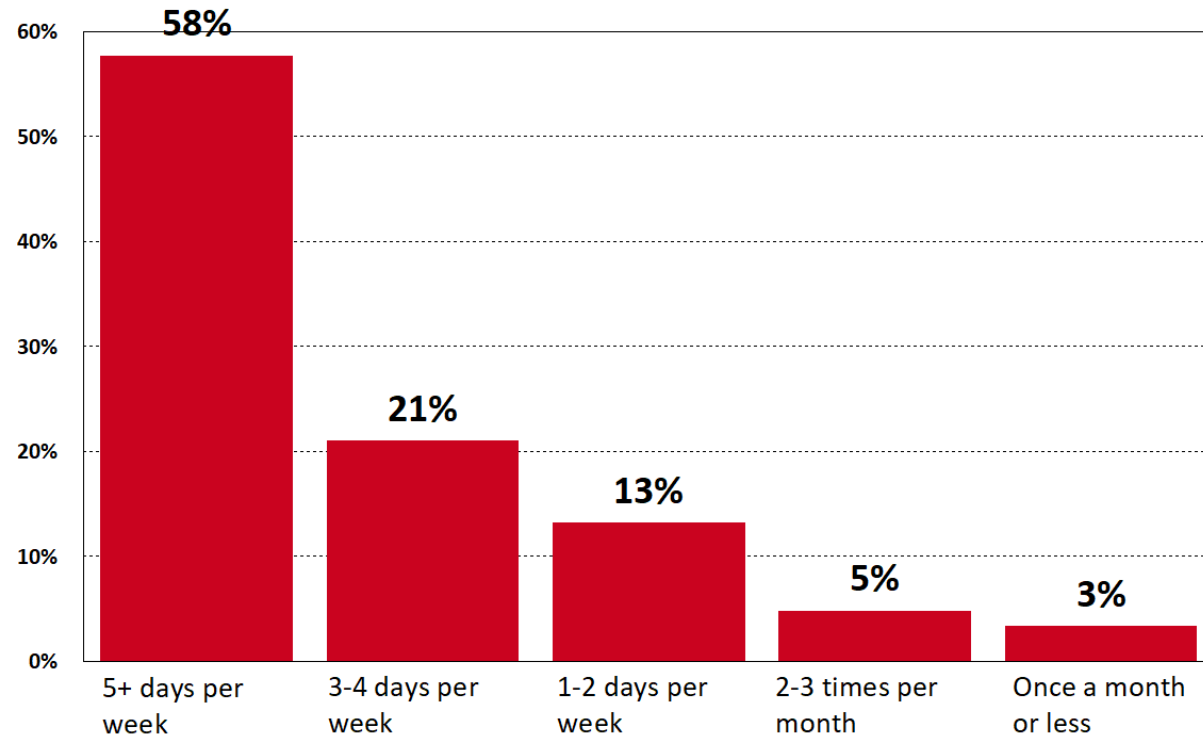


# Trip Frequency and Purpose

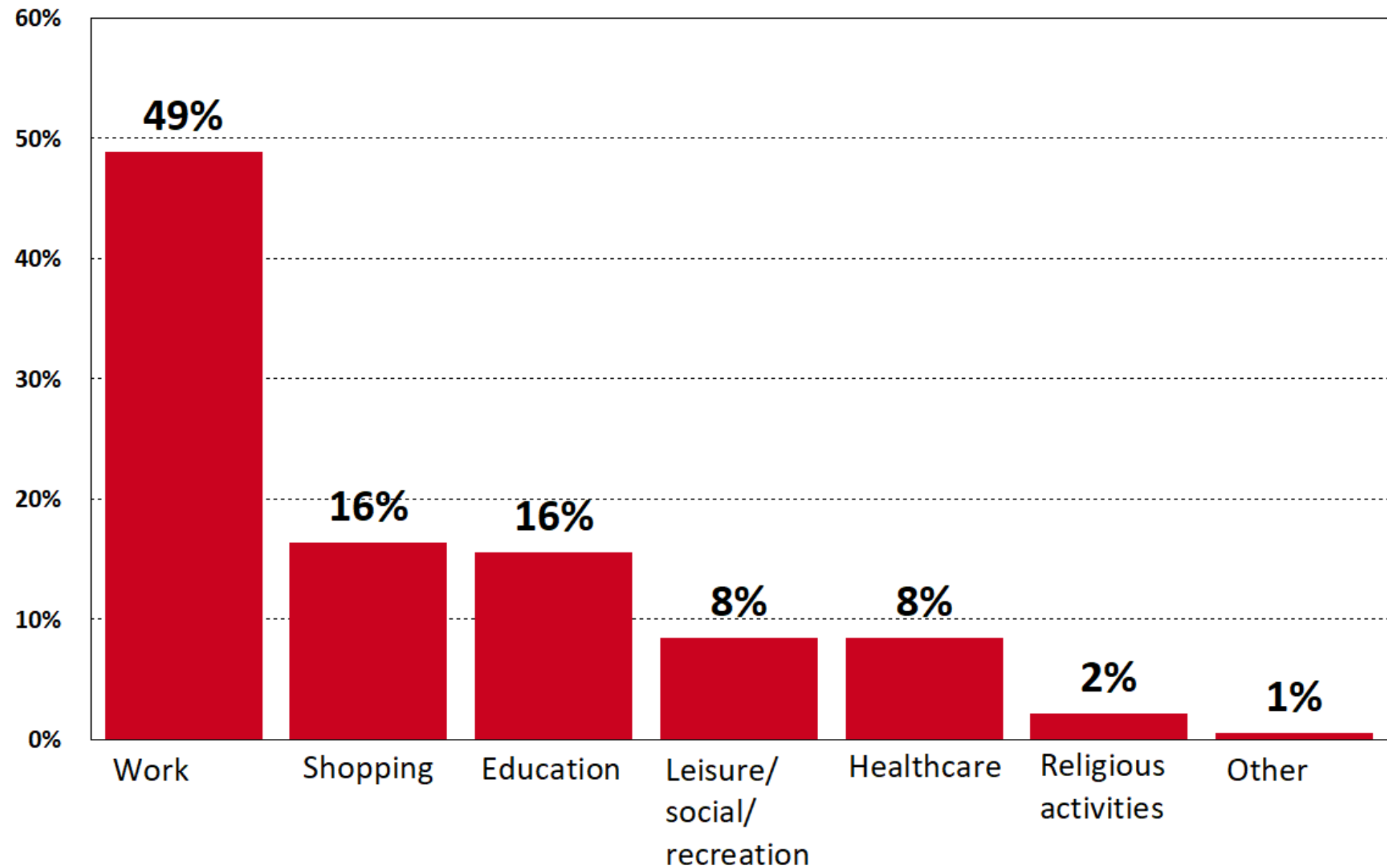


- BRT customers most often ride the bus 5+ days per week (58%) and most frequently ride the bus for work (49%).

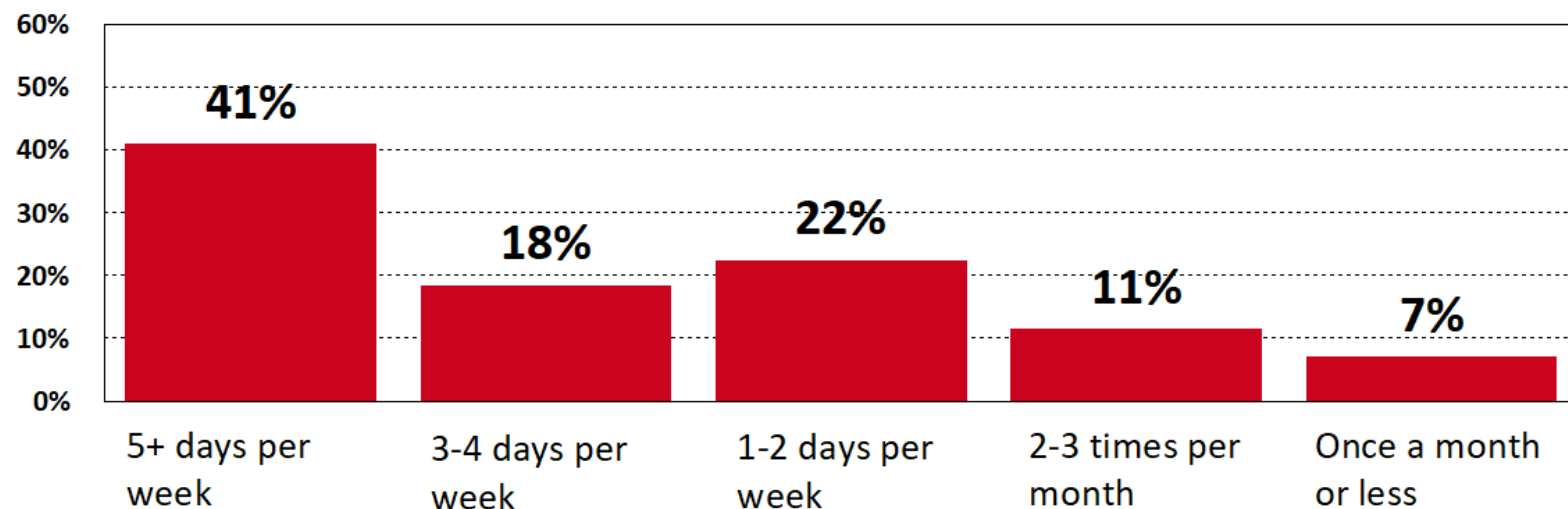
How often do you ride the bus?



Why are you taking this trip?



How often do you ride other RTA services such as the HealthLine, Red/Blue/Green Lines, or Paratransit?

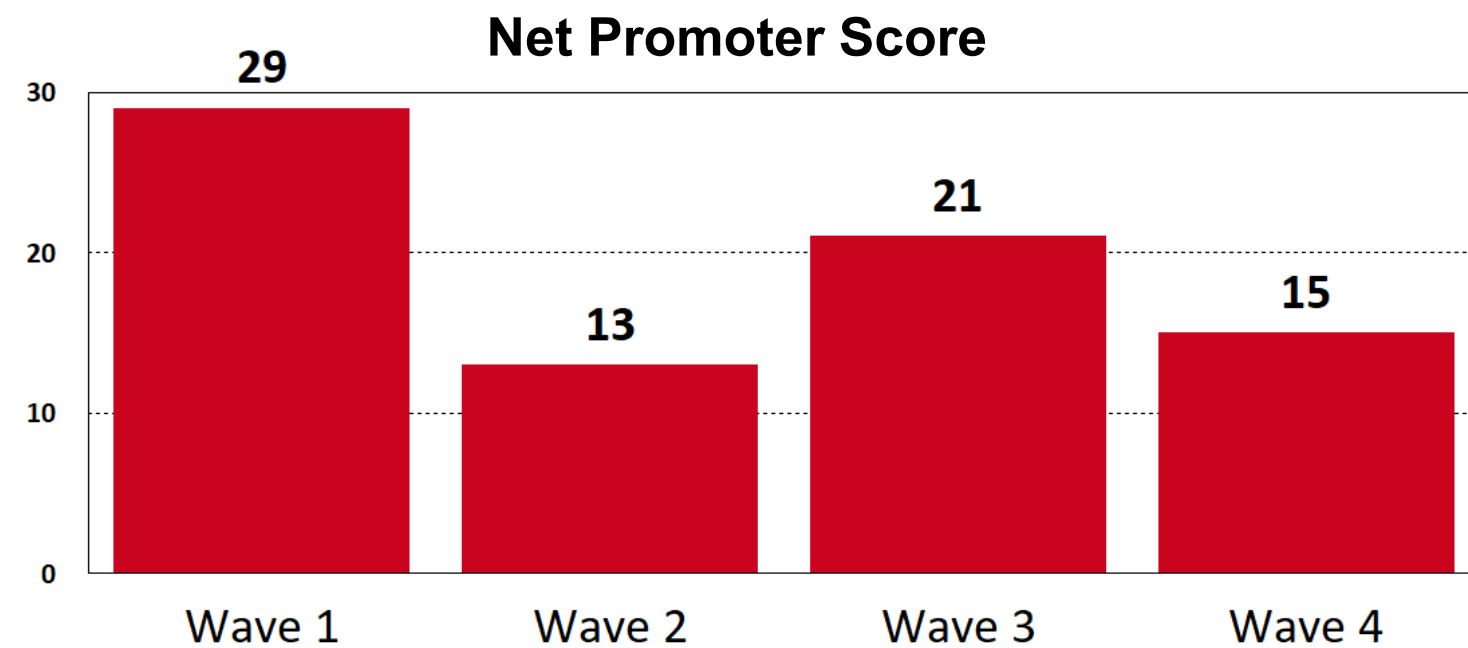
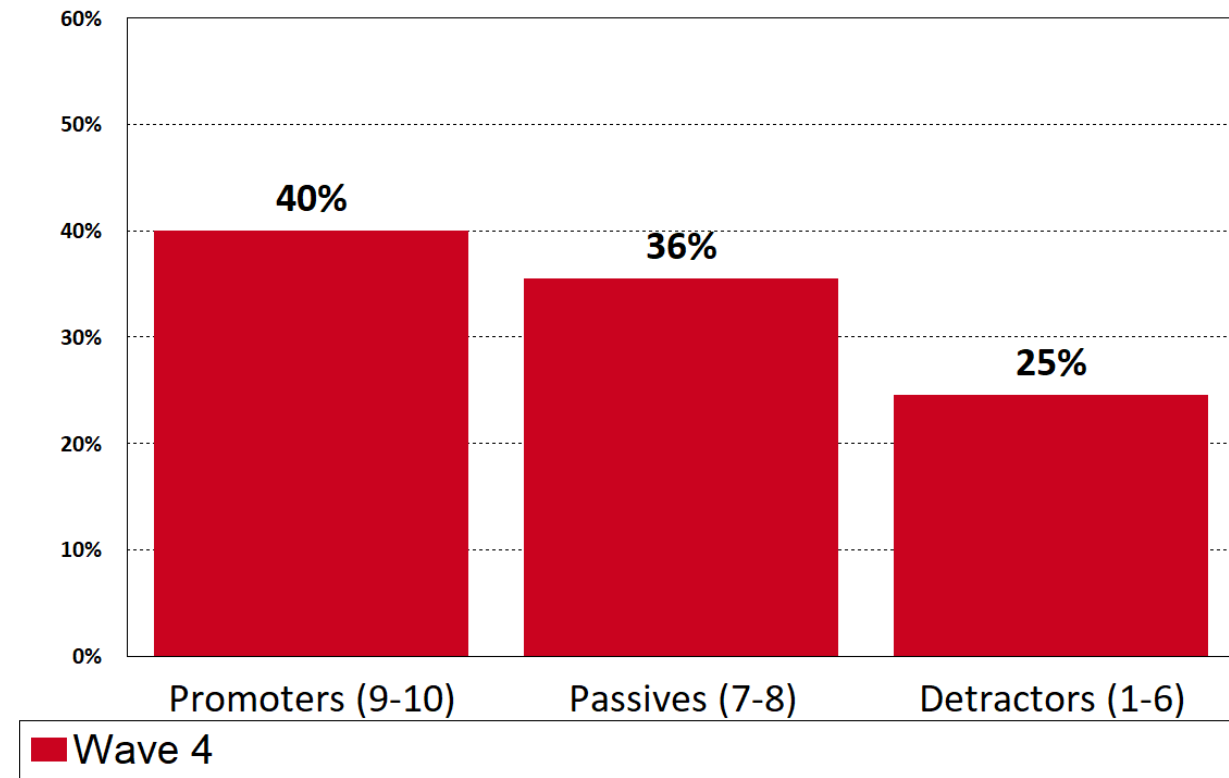




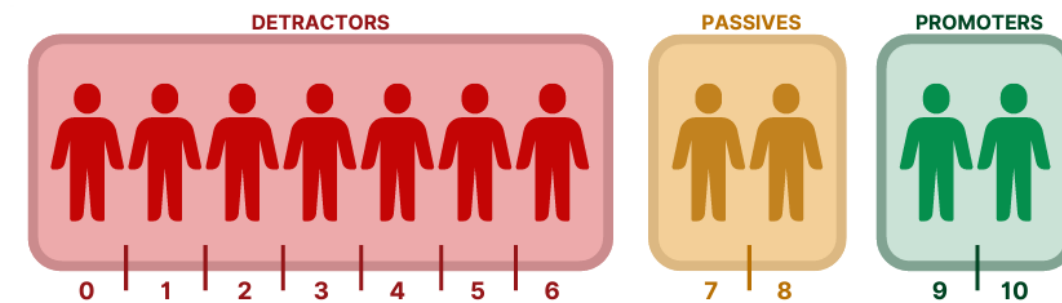
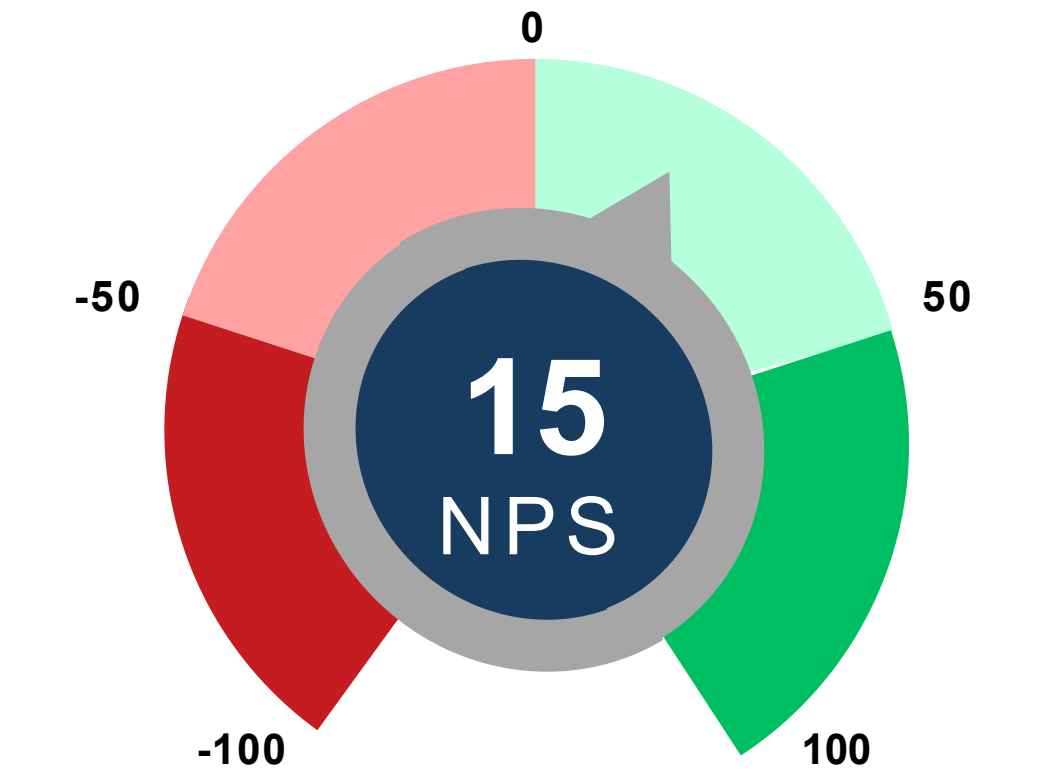
# Net Promoter Score (NPS)

## Bus Rapid Transit

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



RTA's BRT NPS is down six points since Wave 3 from 21 to 15.



Net Promoter Score = %Promoters - %Detractors





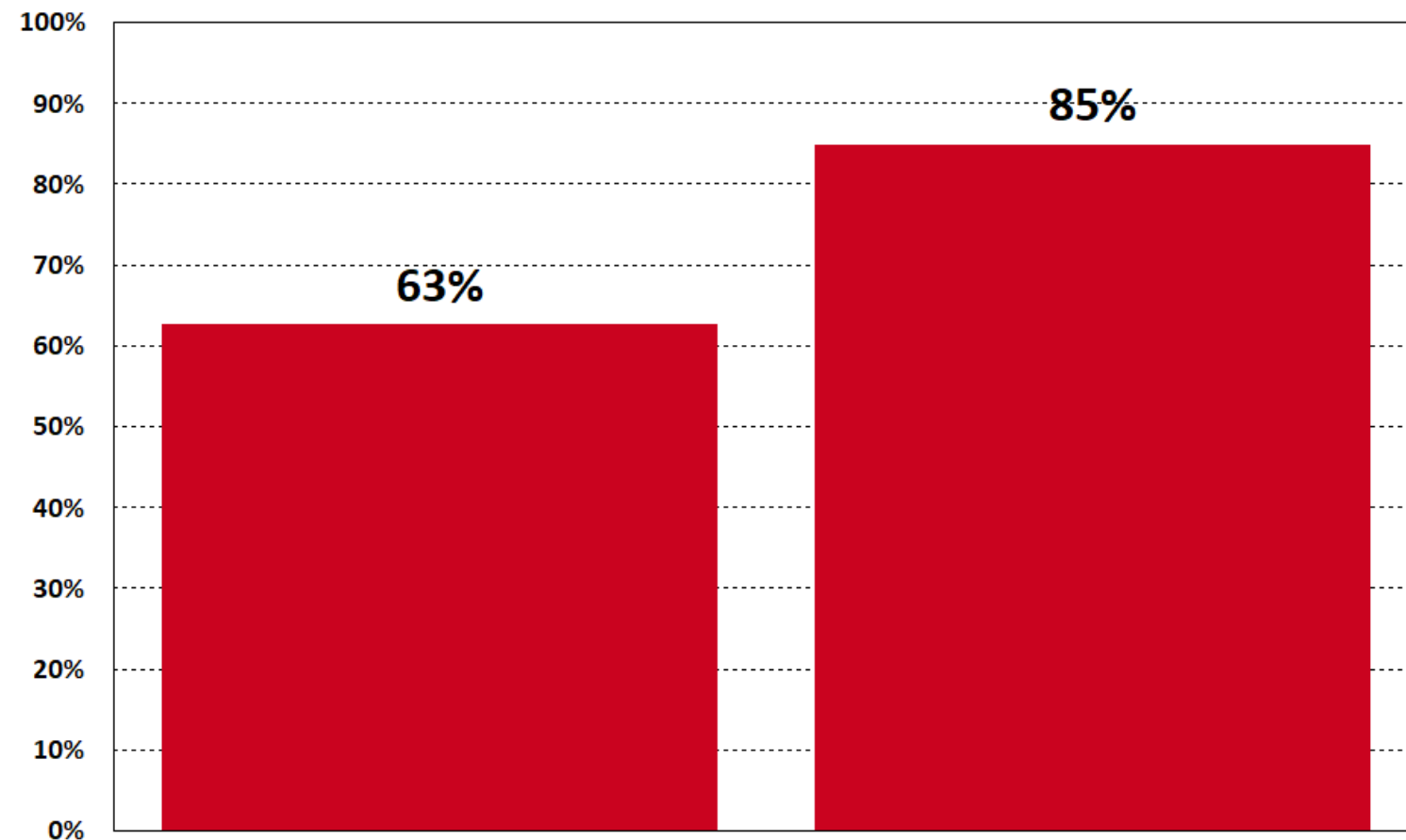
# Satisfaction and Community Value



- 63% of BRT customers are satisfied overall with the bus service.
- 85% of BRT customers believe the RTA system provides value to the community. 22% of BRT customers believe the bus service has gotten better in the past year.

Overall Satisfaction

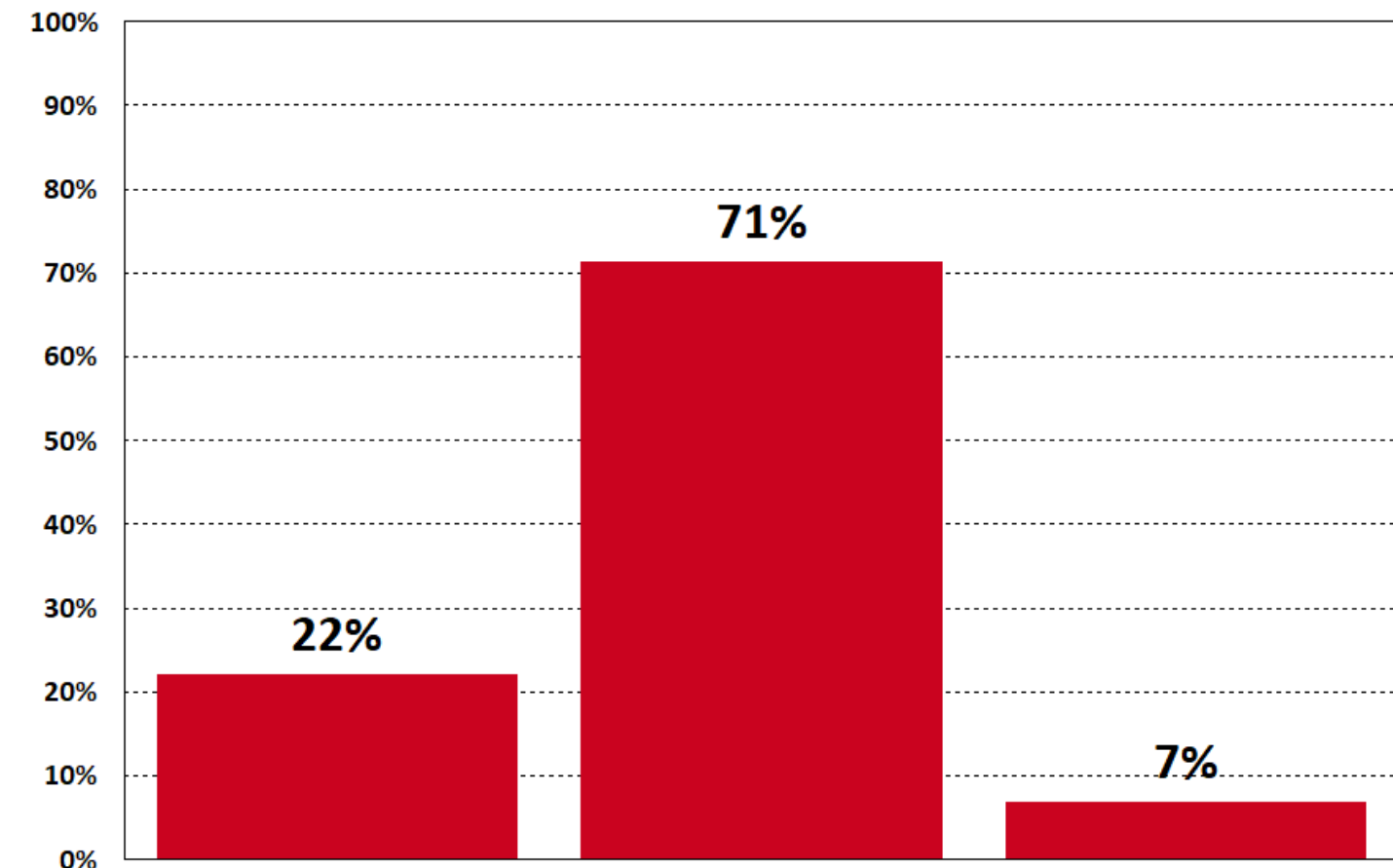
Community Value



How satisfied are you overall with the bus service?

RTA system provides value to the community

In the past year, the bus service has:



Gotten better

Stayed about the same

Gotten worse

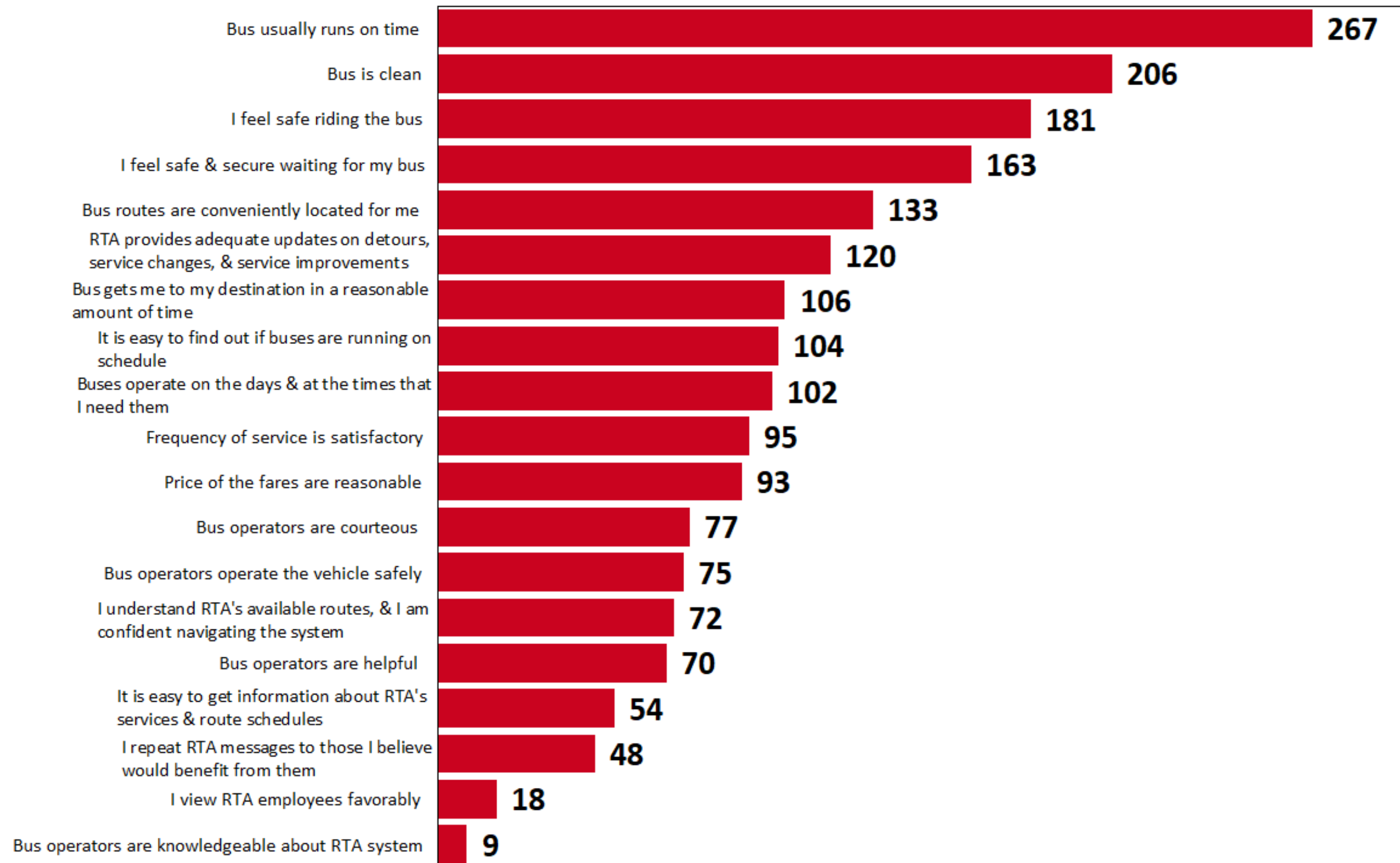
# Customer Importance Factors

*Bus Rapid Transit*



# Top Customer Importance Factors

- The top three importance factors to BRT customers are buses running on time (267), cleanliness (206), and feeling of safety while riding (181).

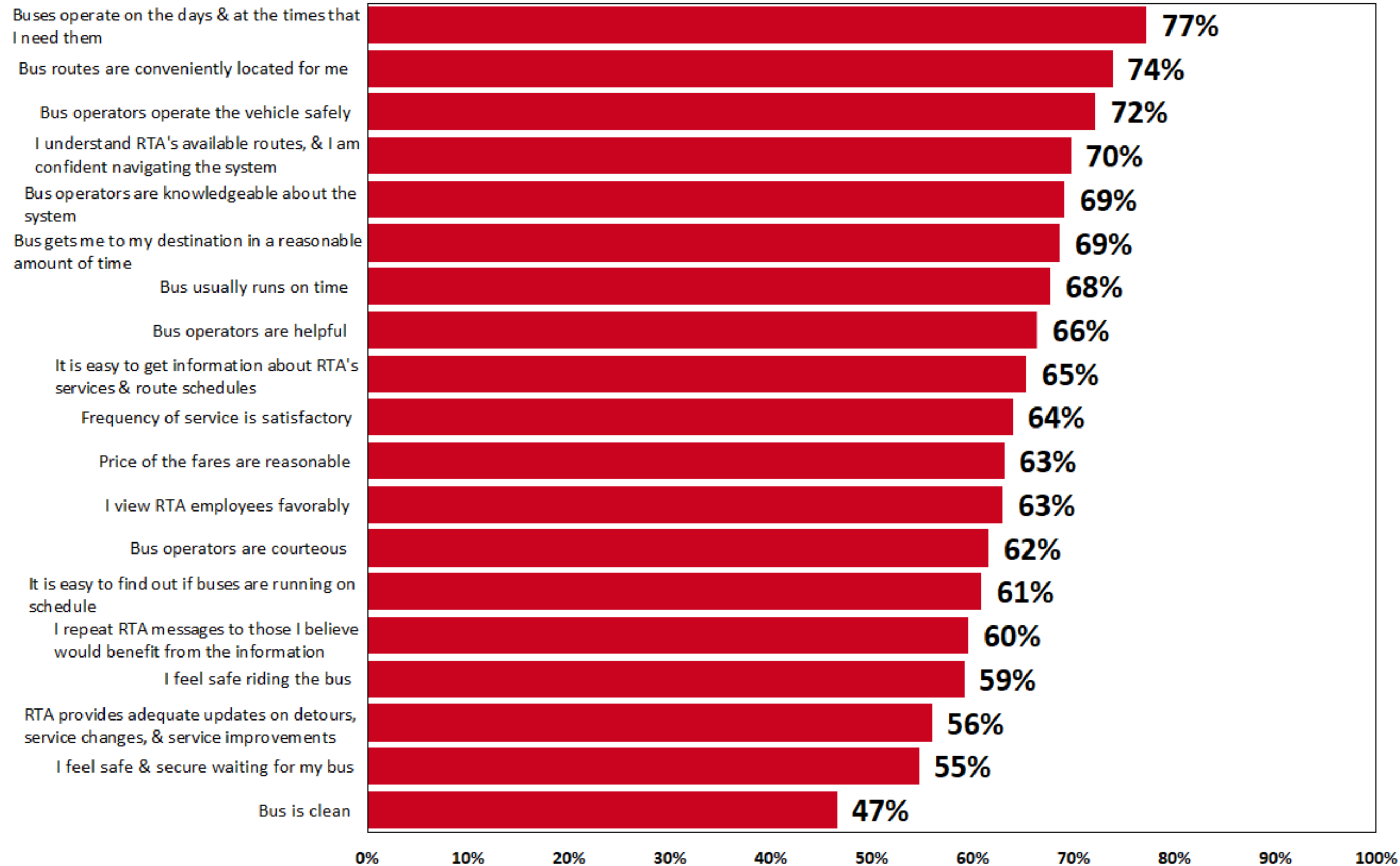




# Level of Agreement



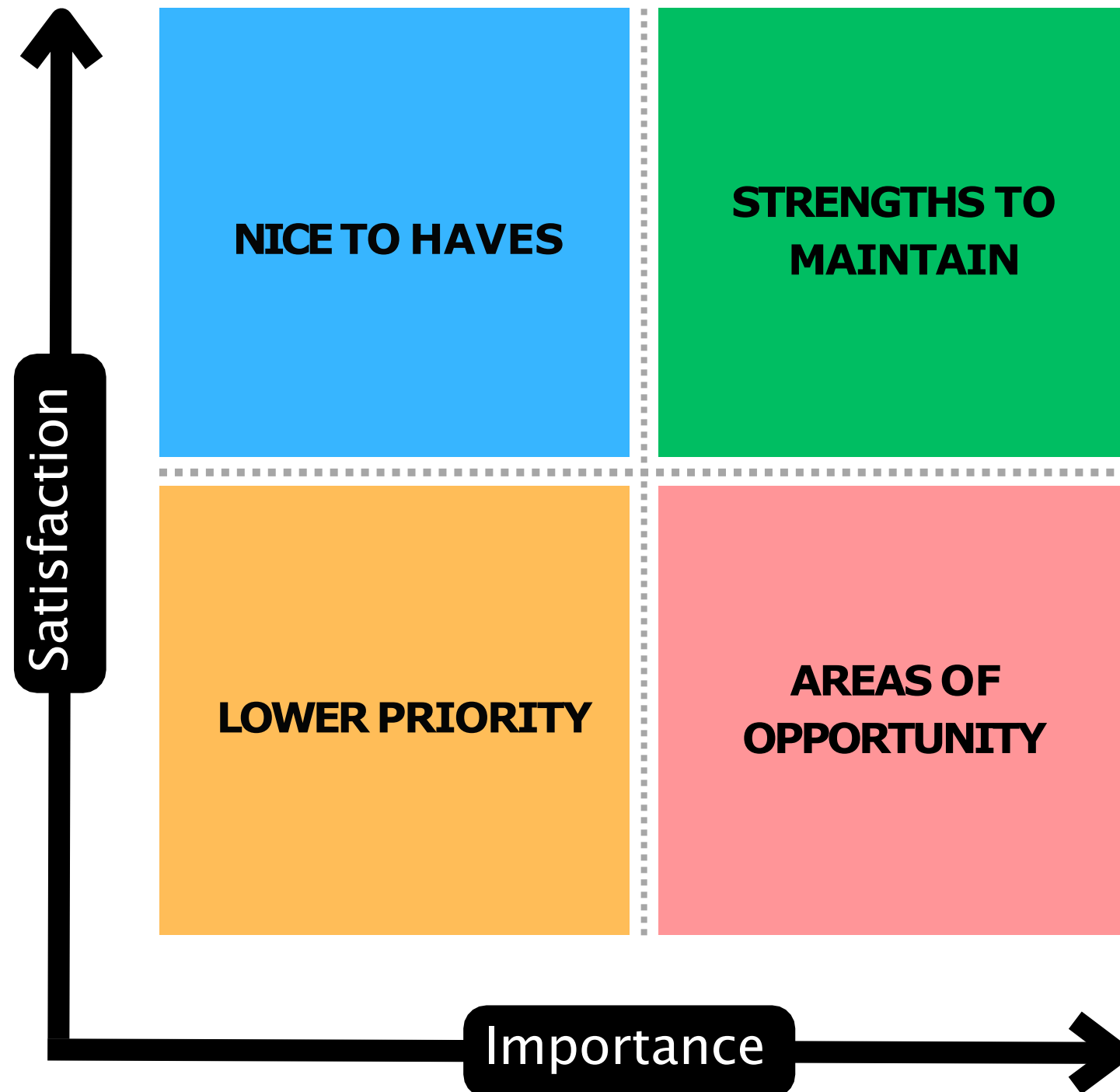
## BRT



# Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

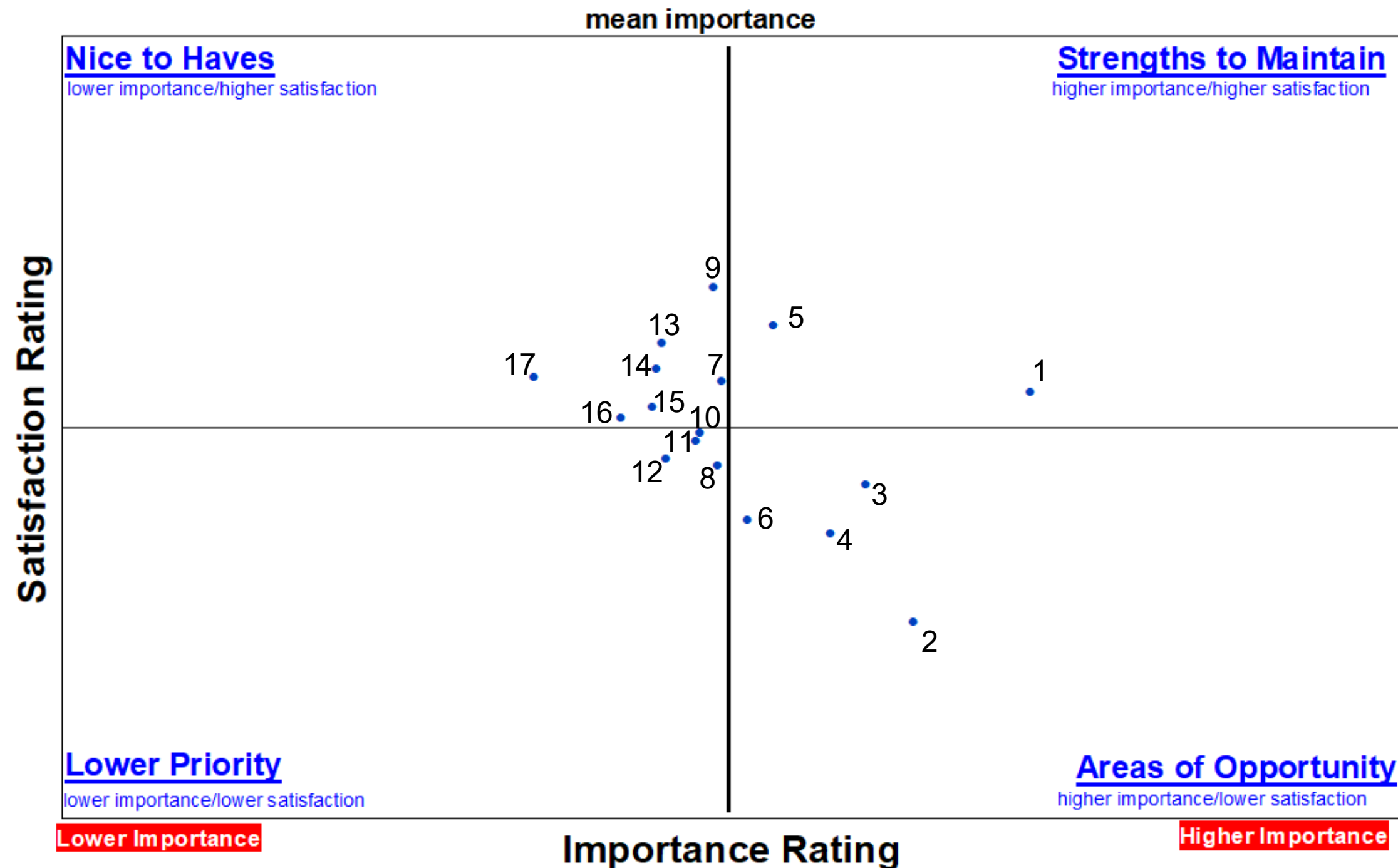
## Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



## Legend

1. Bus usually runs on time
2. Bus is clean
3. I feel safe riding the bus
4. I feel safe & secure waiting for my bus
5. Bus routes are conveniently located for me
6. RTA provides adequate updates on detours, service changes, & service improvements
7. Bus gets me to my destination in a reasonable amount of time
8. It is easy to find out if buses are running on schedule
9. Buses operate on the days & at the times that I need them
10. Frequency of service is satisfactory
11. Price of the fares are reasonable
12. Bus operators are courteous
13. Bus operators operate the vehicle safely
14. I understand RTA's available routes, & I am confident navigating the system
15. Bus operators are helpful
16. It is easy to get information about RTA's services & route schedules
17. Bus operators are knowledgeable about RTA system

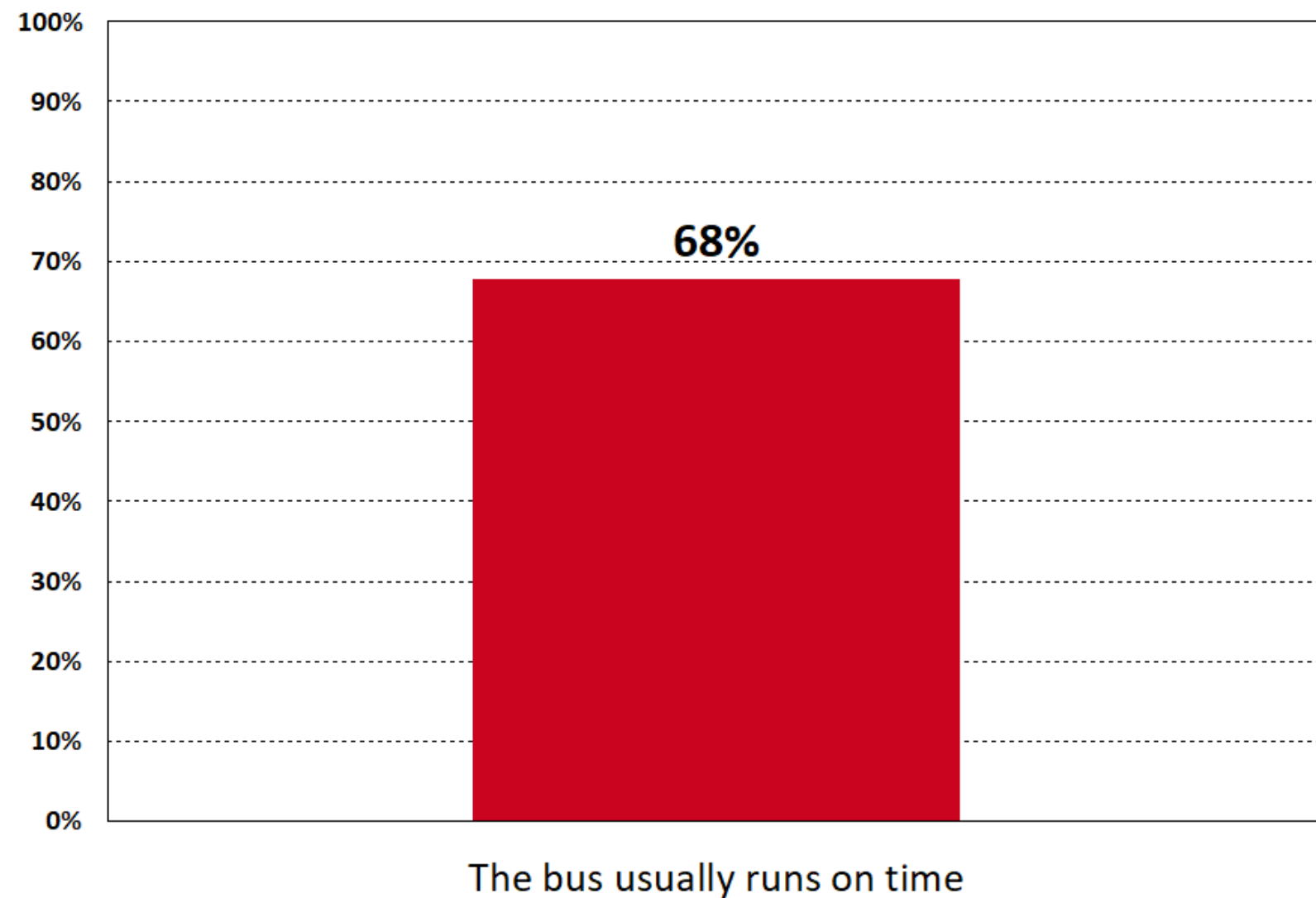


# On-Time Performance

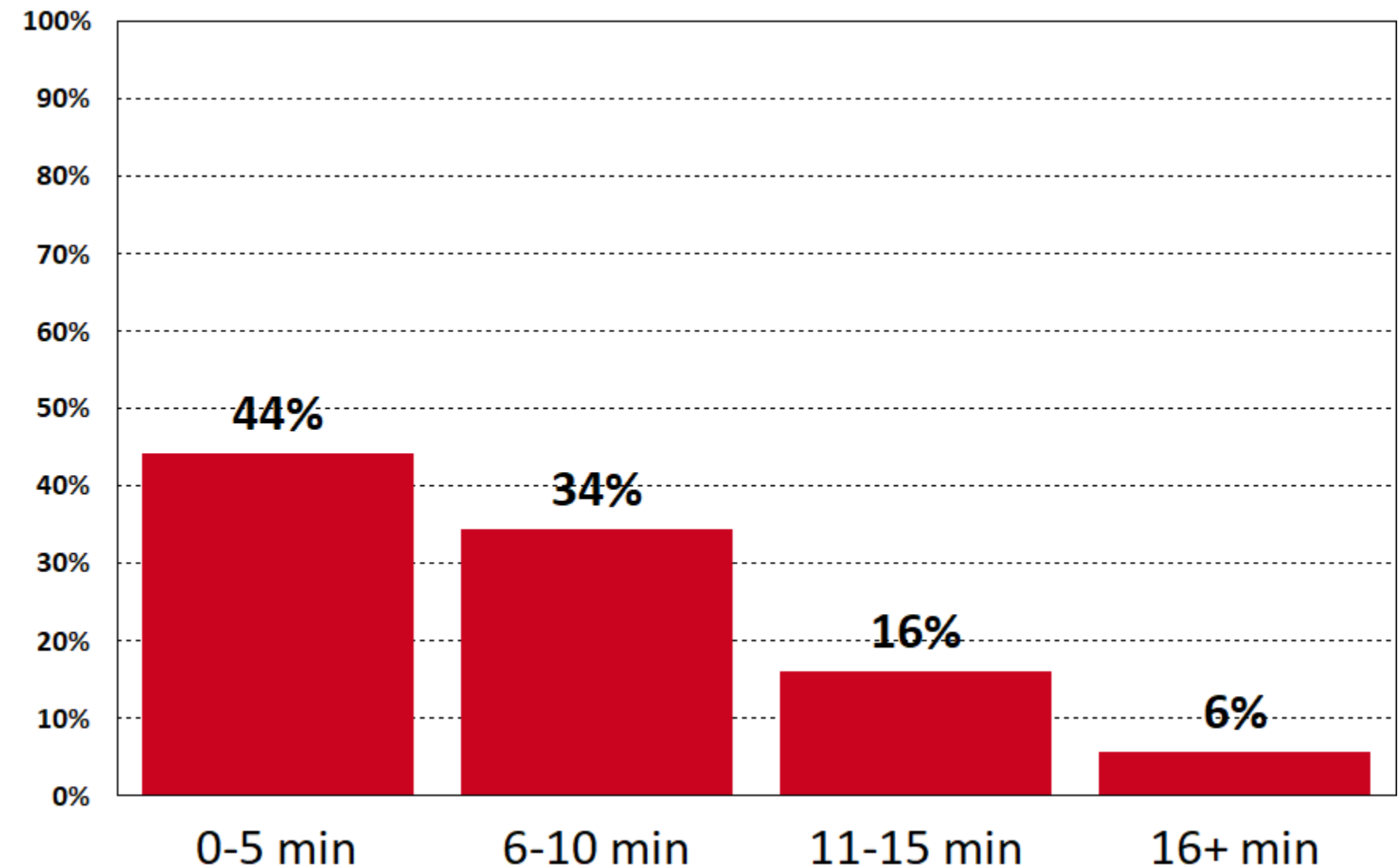


- 68% of BRT customers are satisfied with the On-Time Performance.
- 44% of BRT customers believe it is acceptable for the bus to arrive 0 to 5-minutes beyond its scheduled time.

On-Time Performance



How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?





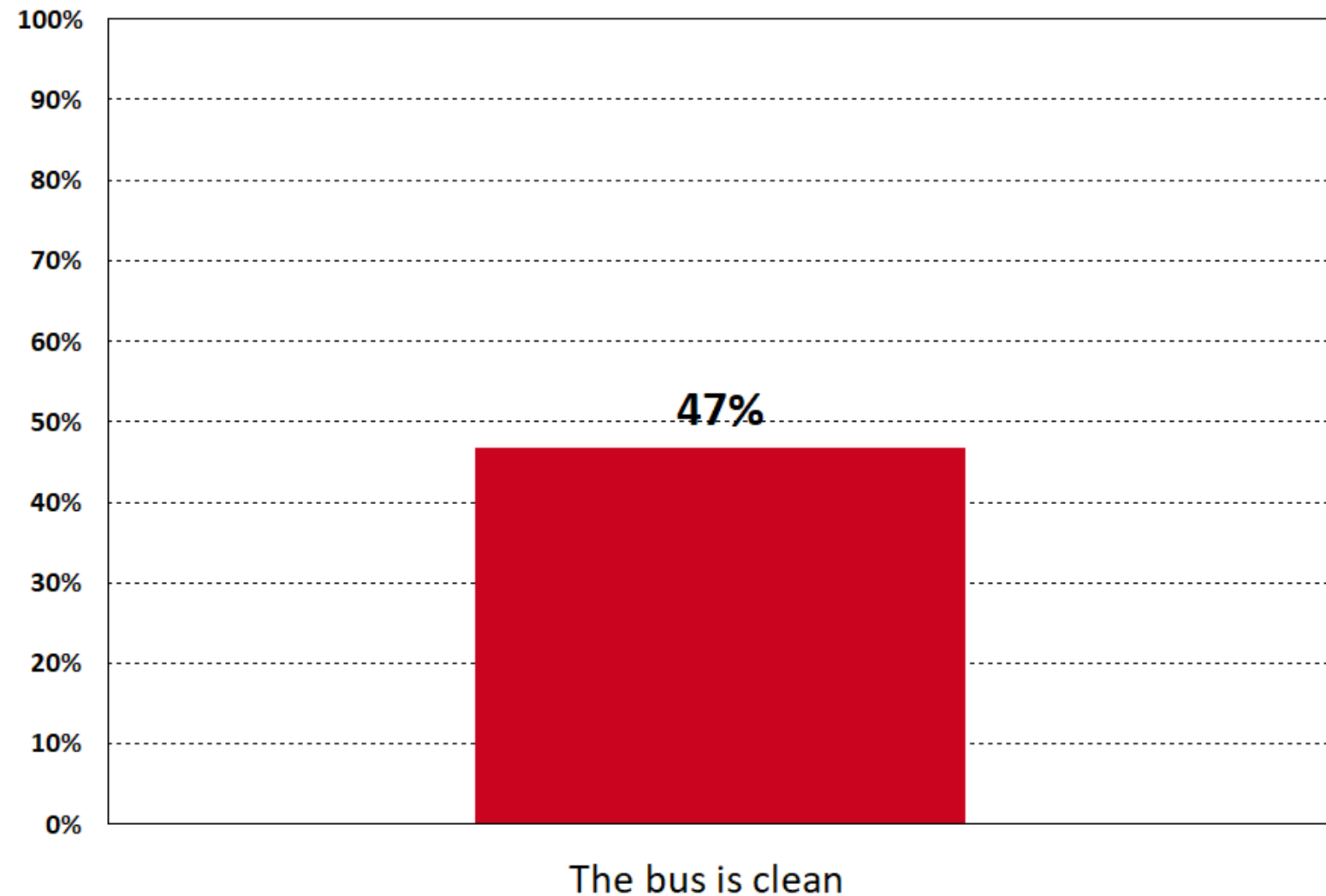


# Cleanliness of Buses

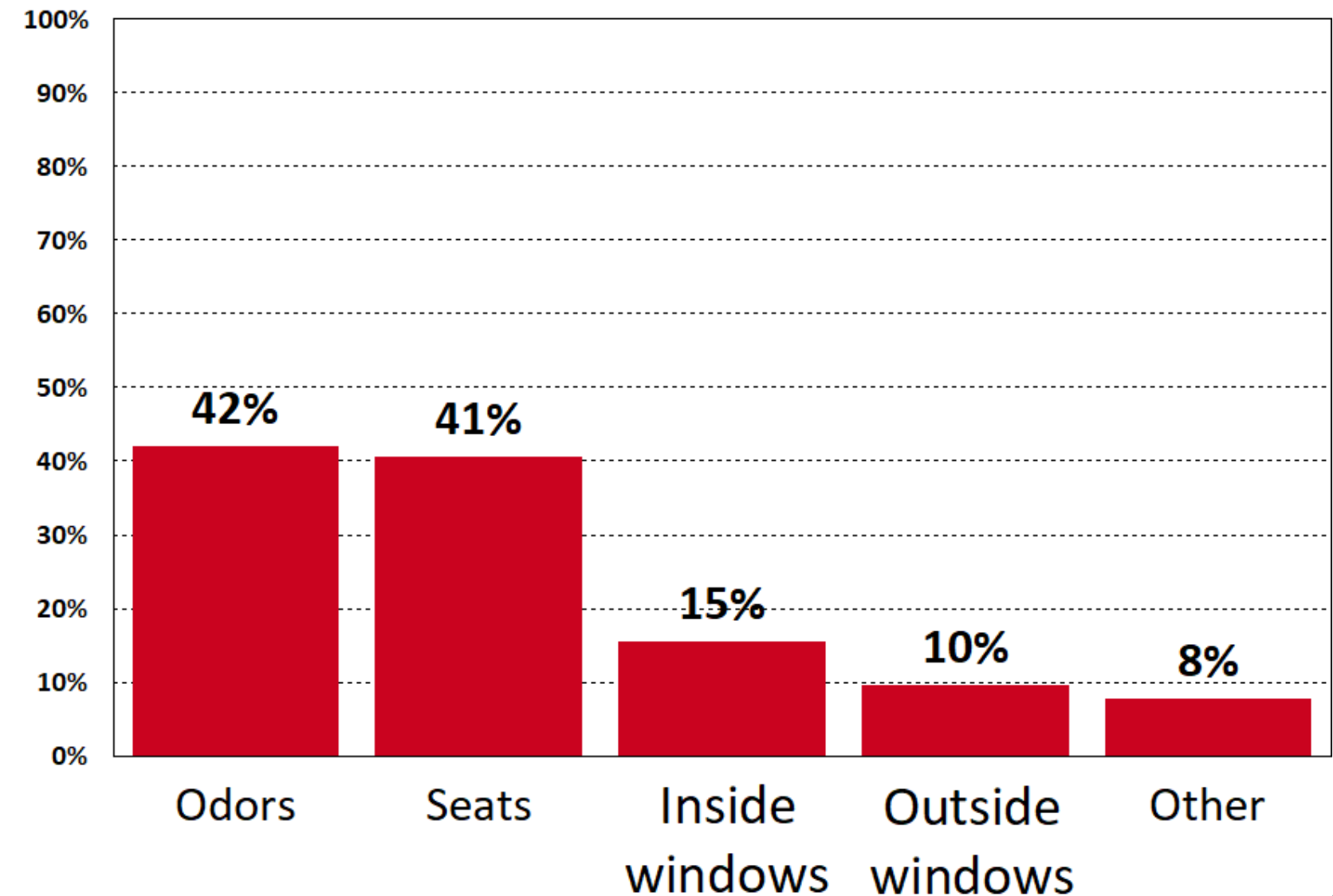


- 47% of BRT customers are satisfied with the cleanliness of buses.
- BRT customers think focusing on odors (42%) and seats (41%) would improve their satisfaction with bus cleanliness. 30% of write-in answers were "Floors."

Cleanliness of Buses



Which areas would you like RTA to focus on to improve your satisfaction with bus cleanliness?





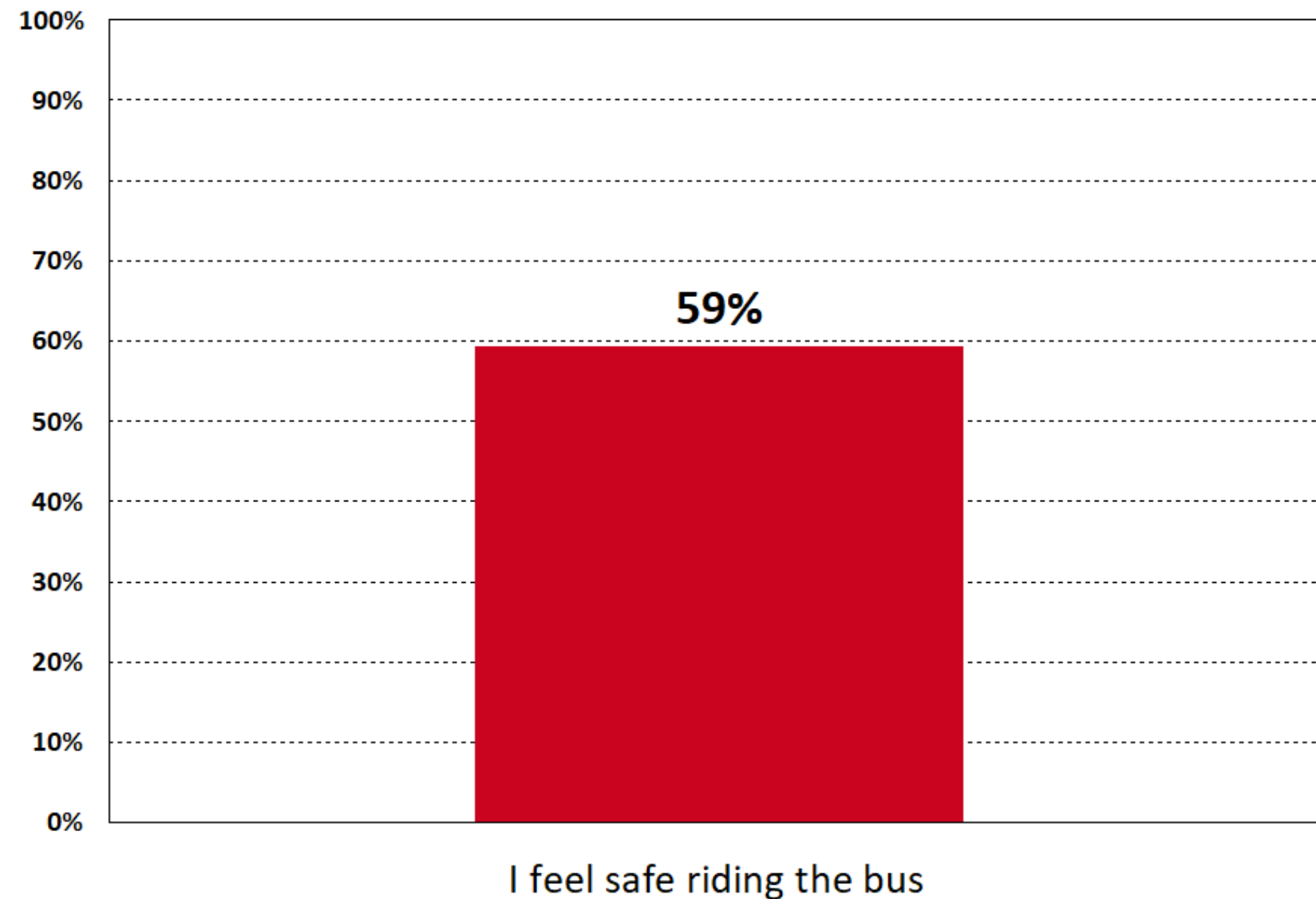


# Bus and Bus Stop Safety

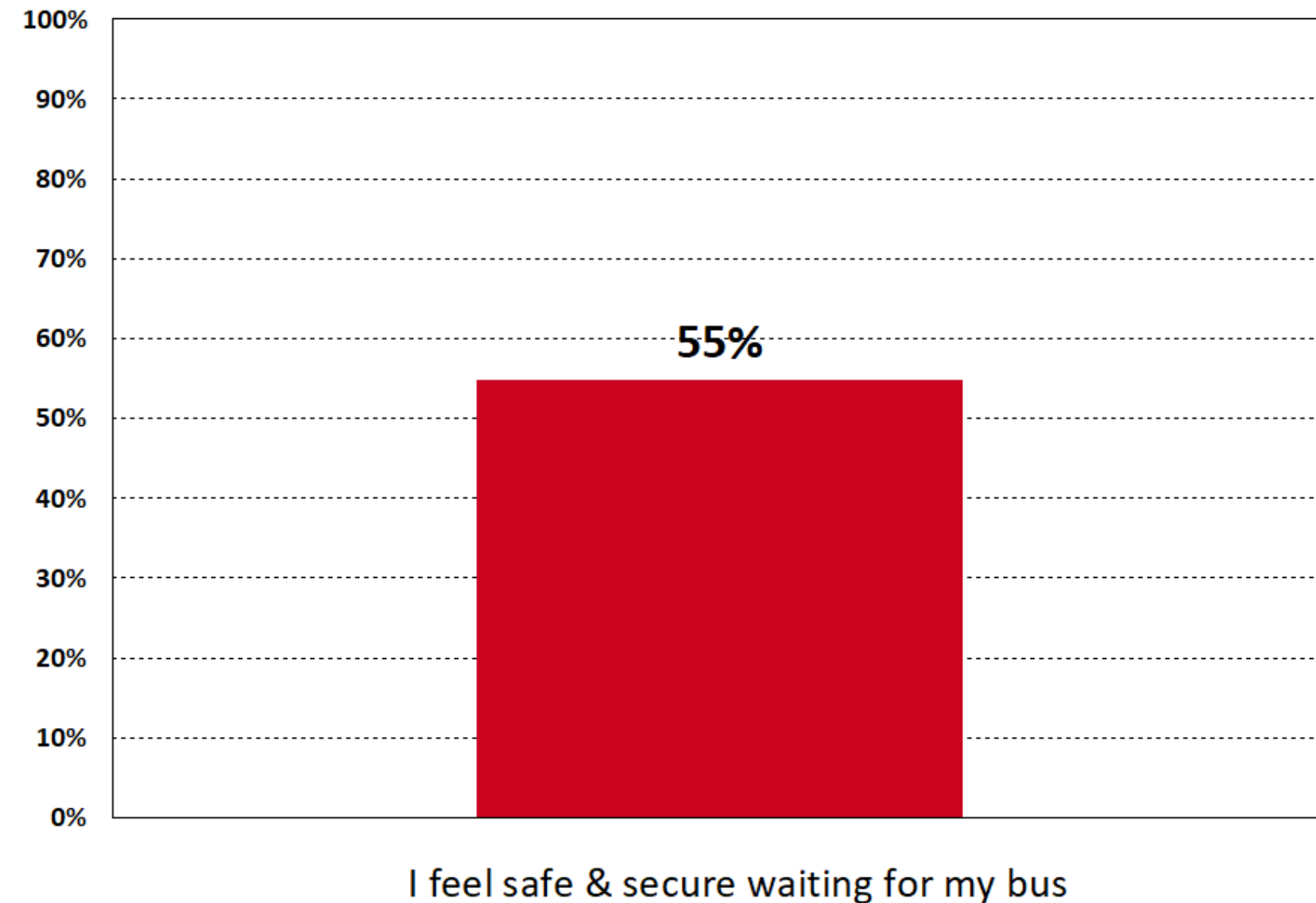


- 59% of BRT customers feel safe while riding the bus, and 55% feel safe while waiting for the bus.

**Bus Safety**



**Bus Stop Safety**



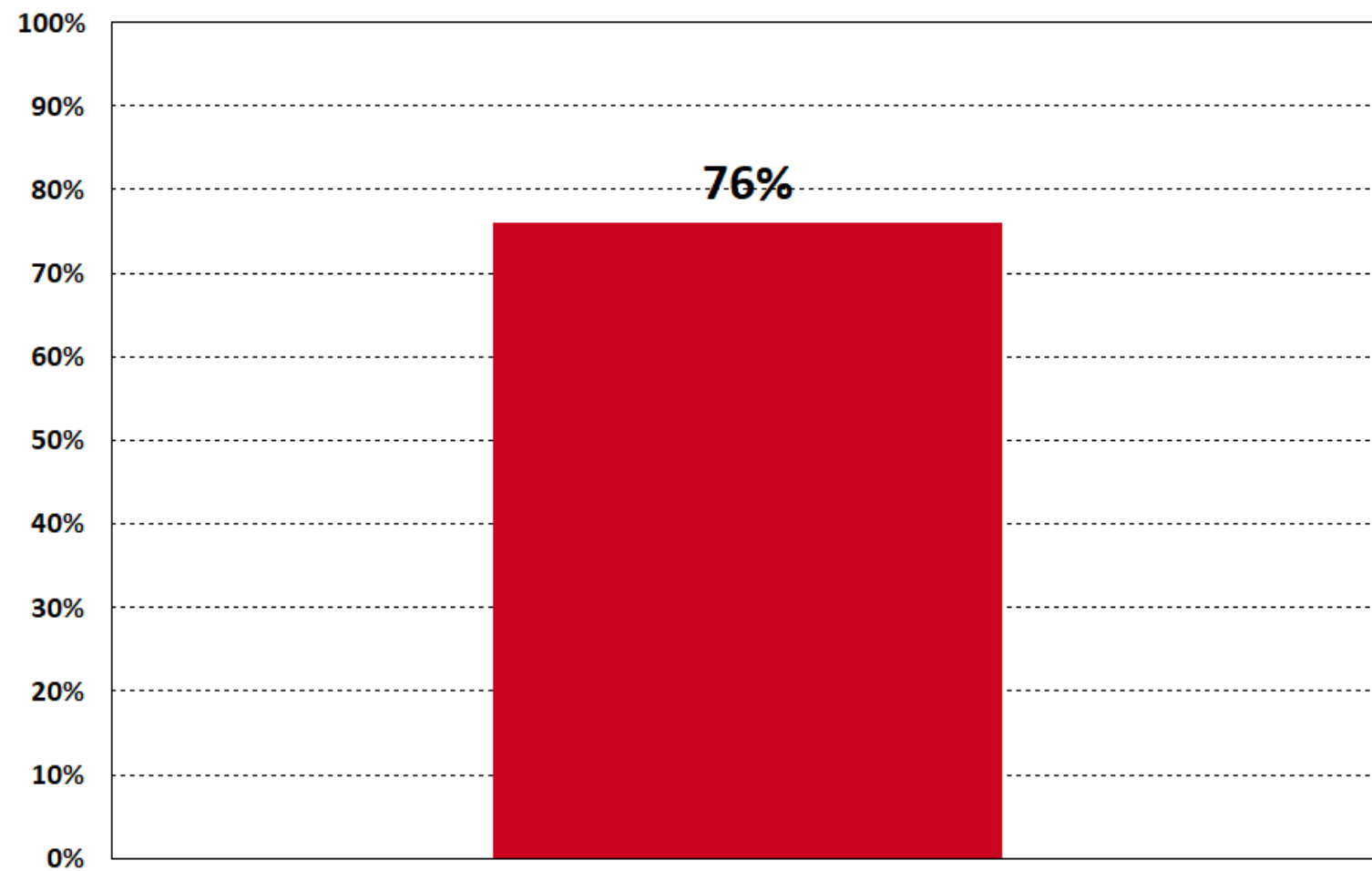


# Funding



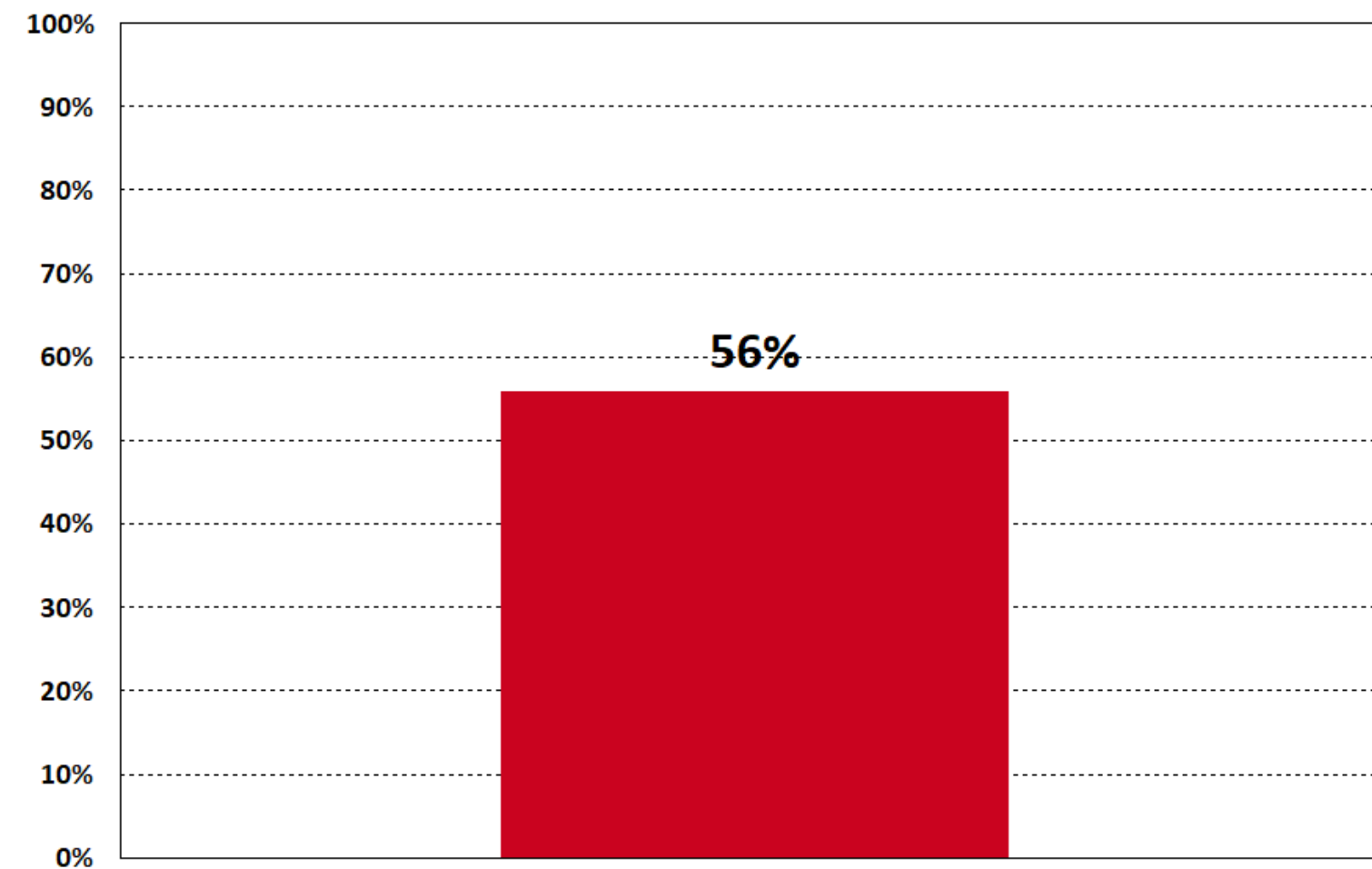
- 76% of BRT customers feel the community should consider increasing funding to improve service.
- 56% of BRT customers feel RTA manages financial resources appropriately

### Transit Investment



The community should consider increasing funding in order to improve service

### Resource Management



RTA manages their financial resources appropriately

# Customer Service

*Bus Rapid Transit*

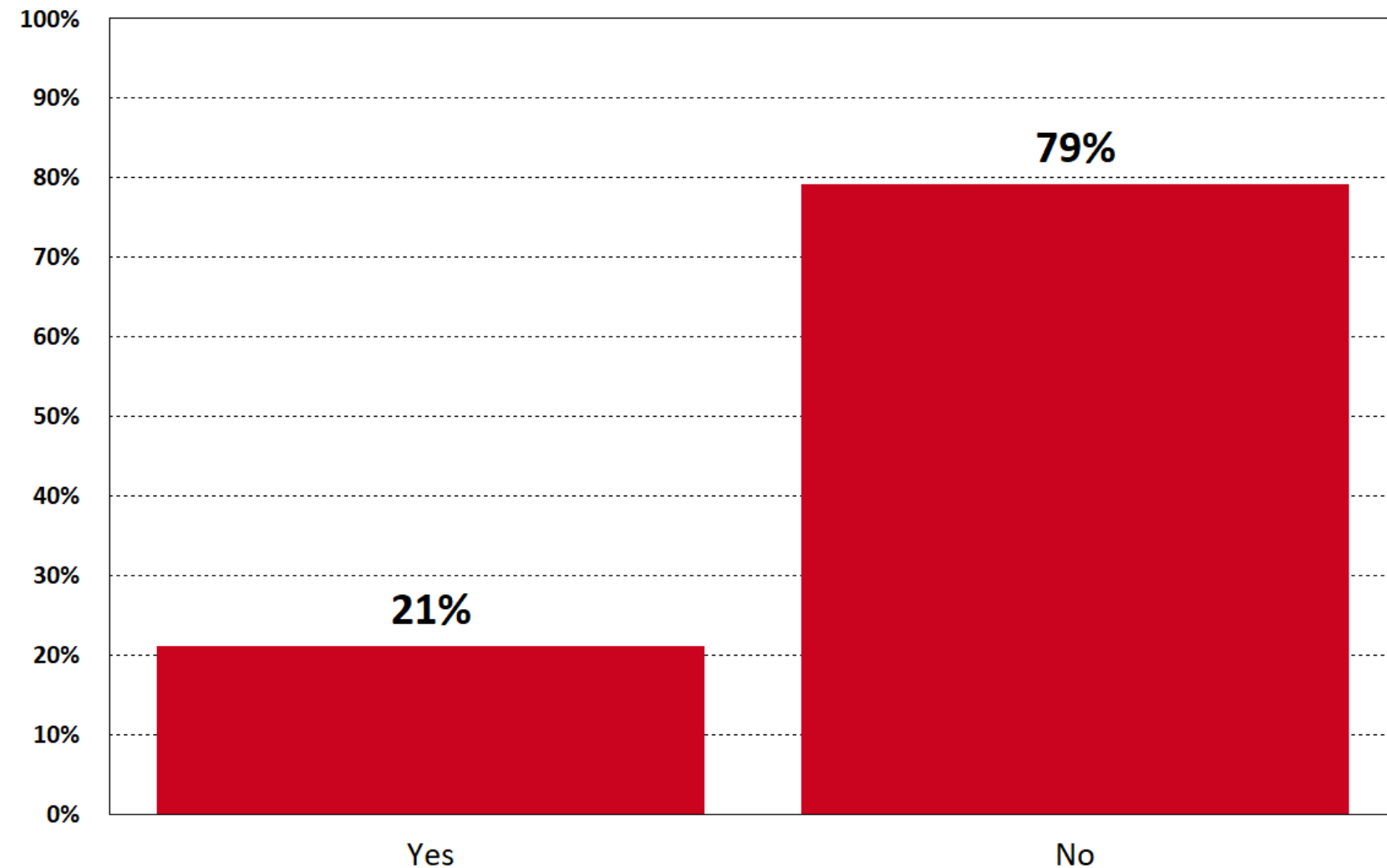


# Communications with Customer Service

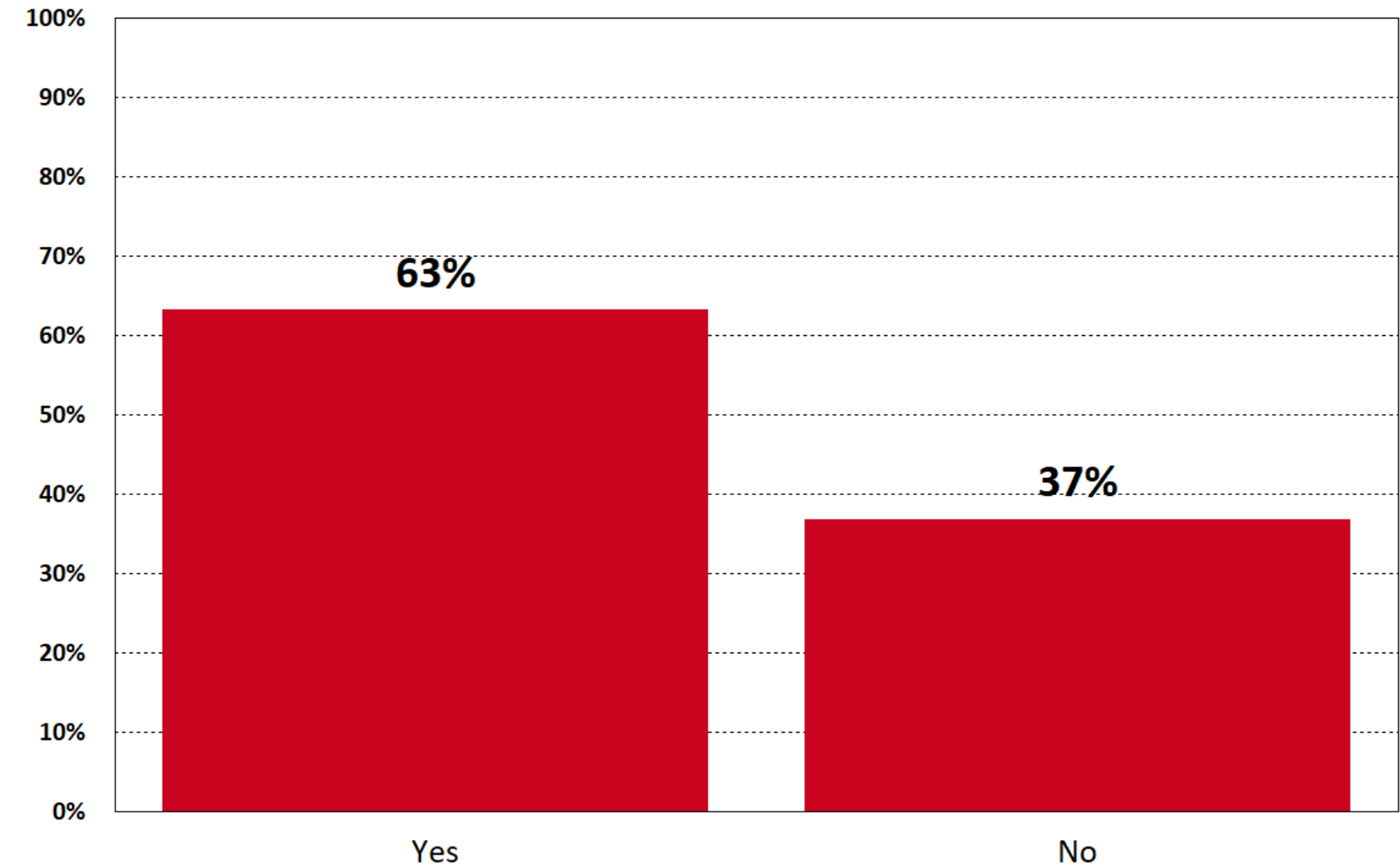


- 21% of BRT Customers have contacted RTA in the last 3 months.
- Of the BRT Customers who have contacted RTA, 63% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?



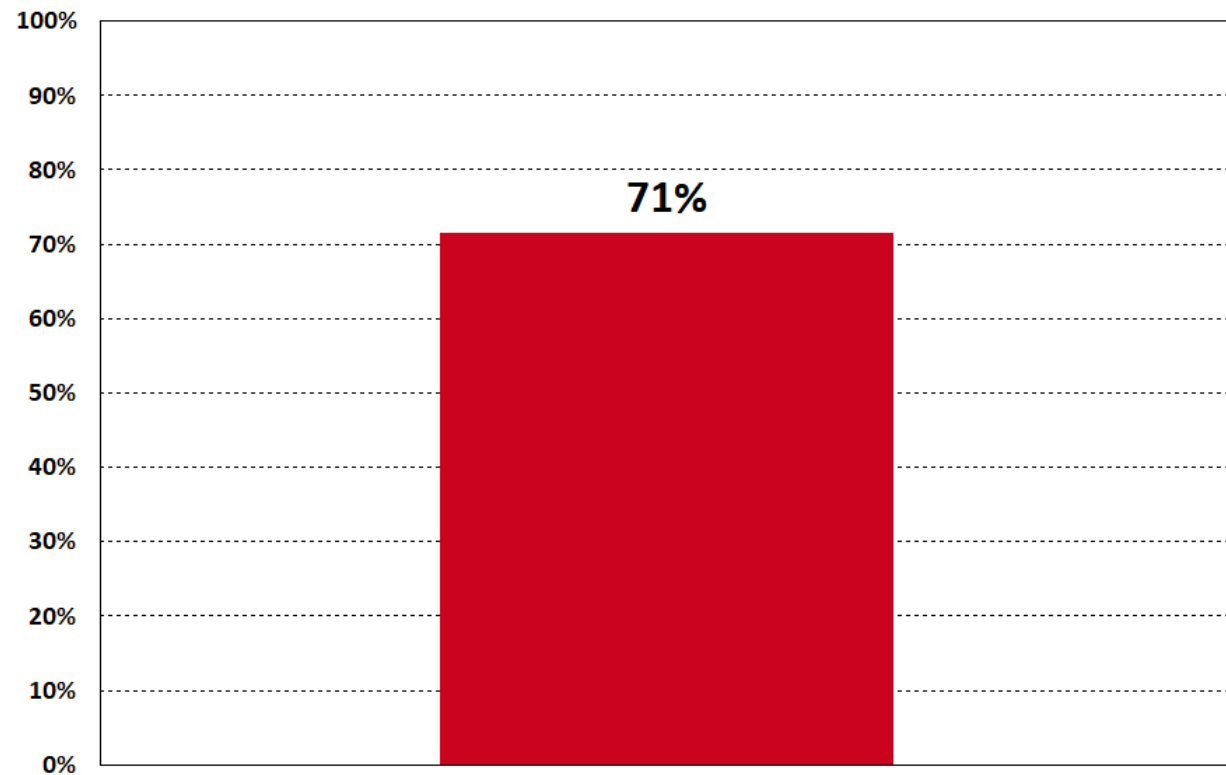


# Overall Communications



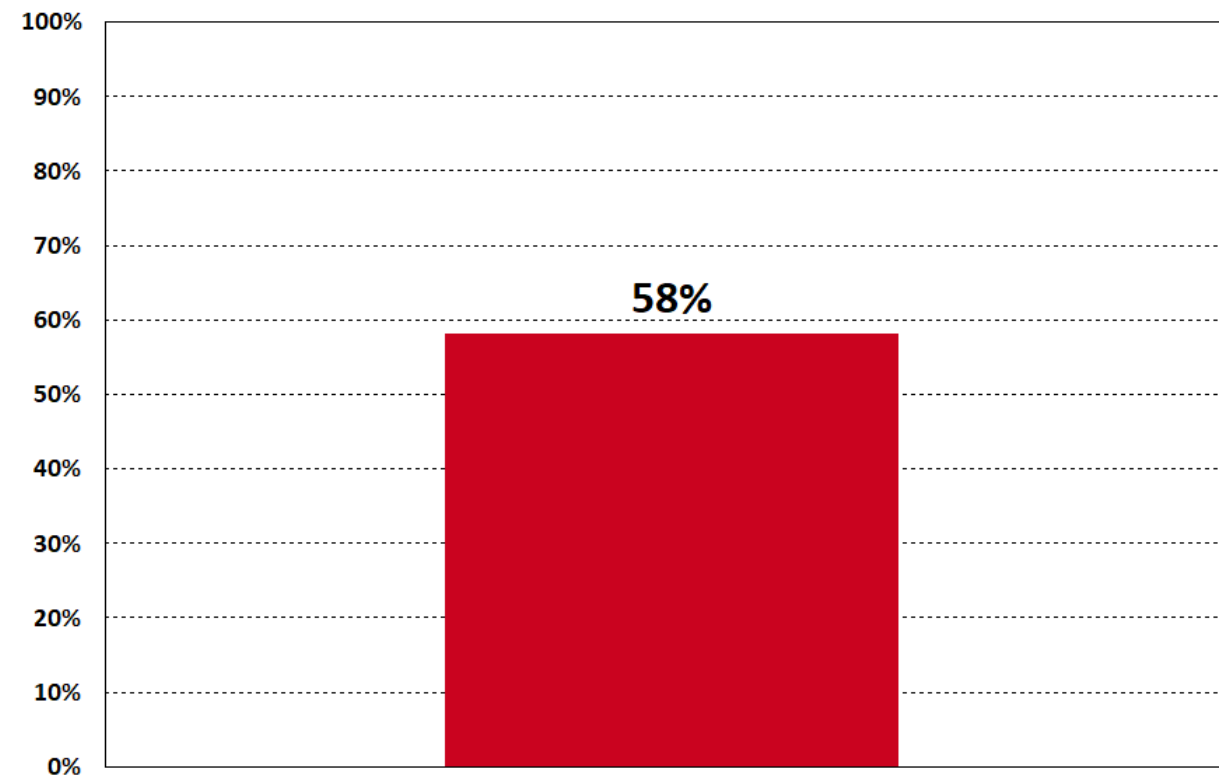
- 59% of BRT customers are satisfied with the overall quality of RTA communications material.
- 58% of BRT customers agree RTA Customer Service calls are answered promptly, and 71% agree that customer service representatives are helpful and courteous.

### Customer Service Courtesy



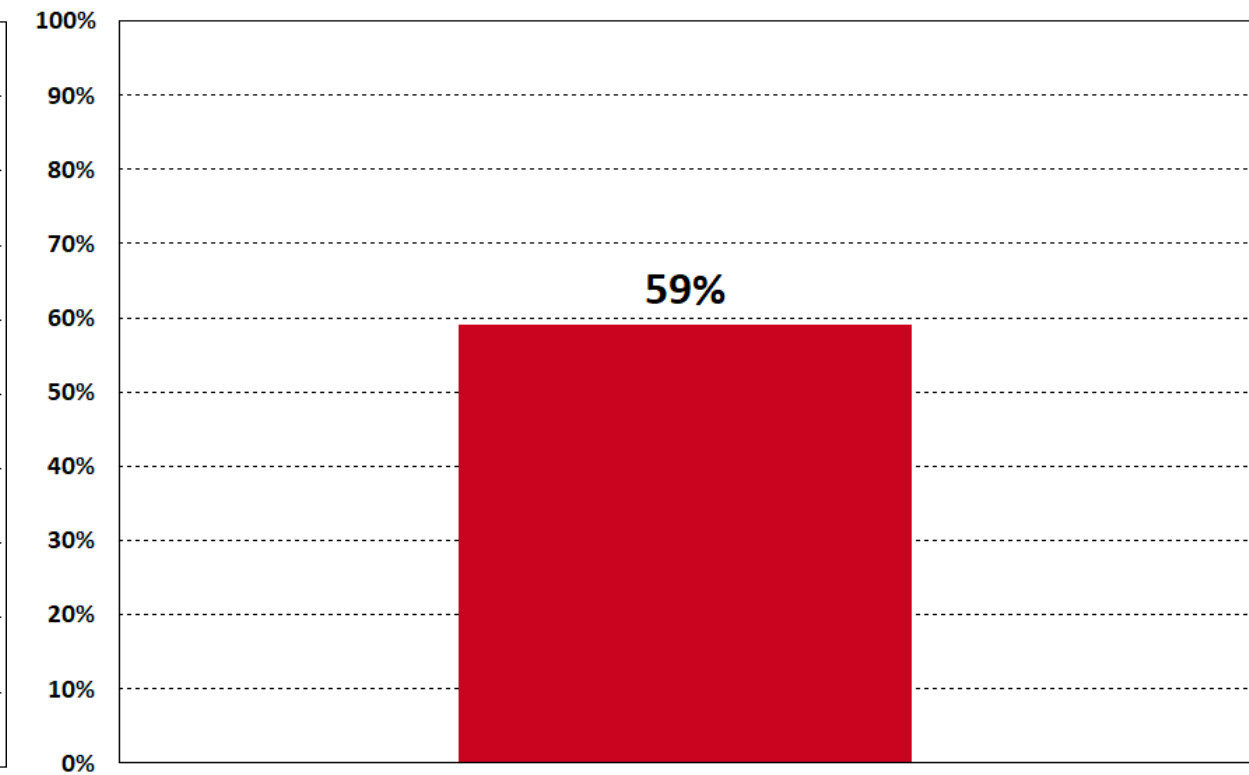
Customer Service Representatives are helpful & courteous

### Contacting Customer Service



When contacting RTA Customer Service by phone, my calls are answered promptly

### Overall Communications Material



How satisfied are you with the overall quality of RTA communications material?

# Rail



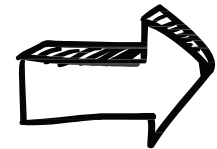


# Rail Train Results Overview

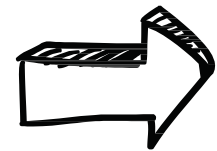
**2 out of 3** customers are satisfied with rail service.

**74%** of customers agree that the train usually runs on time.

## Customers are **MOST** satisfied with...



The train operators operate the vehicle safely (81%)



The train getting them to their destination in a reasonable amount of time (80%)

## Customers are **LEAST** satisfied with...



Cleanliness (45%)



Feeling of safety waiting for the train (57%)

### Top Most Important Elements of Rail Service to Customers...

1. On-time performance
2. Cleanliness
3. Safety while riding
4. Safety while waiting for the train

# Customer Characteristics

*Rail Train Service*



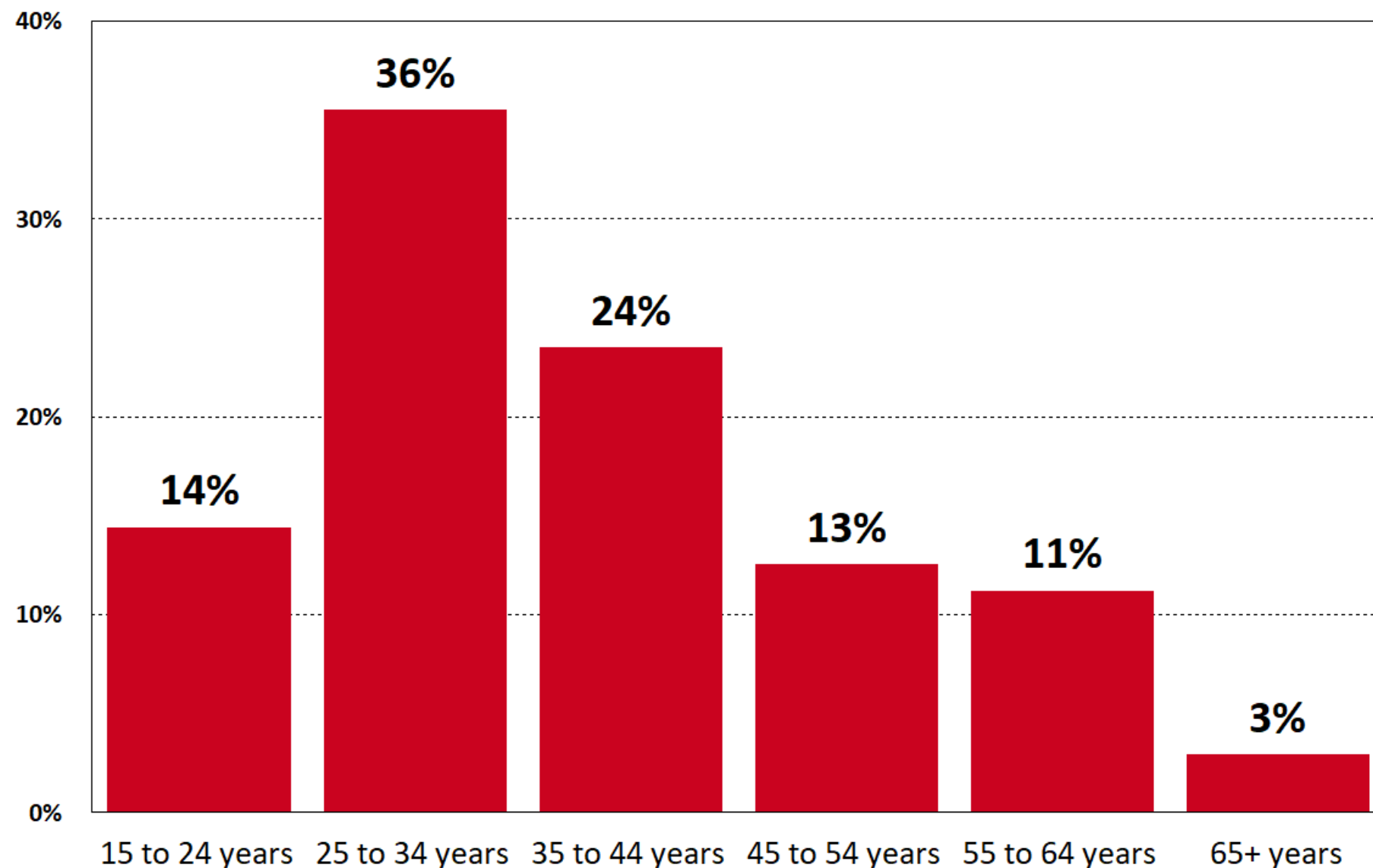


# Customer Characteristics

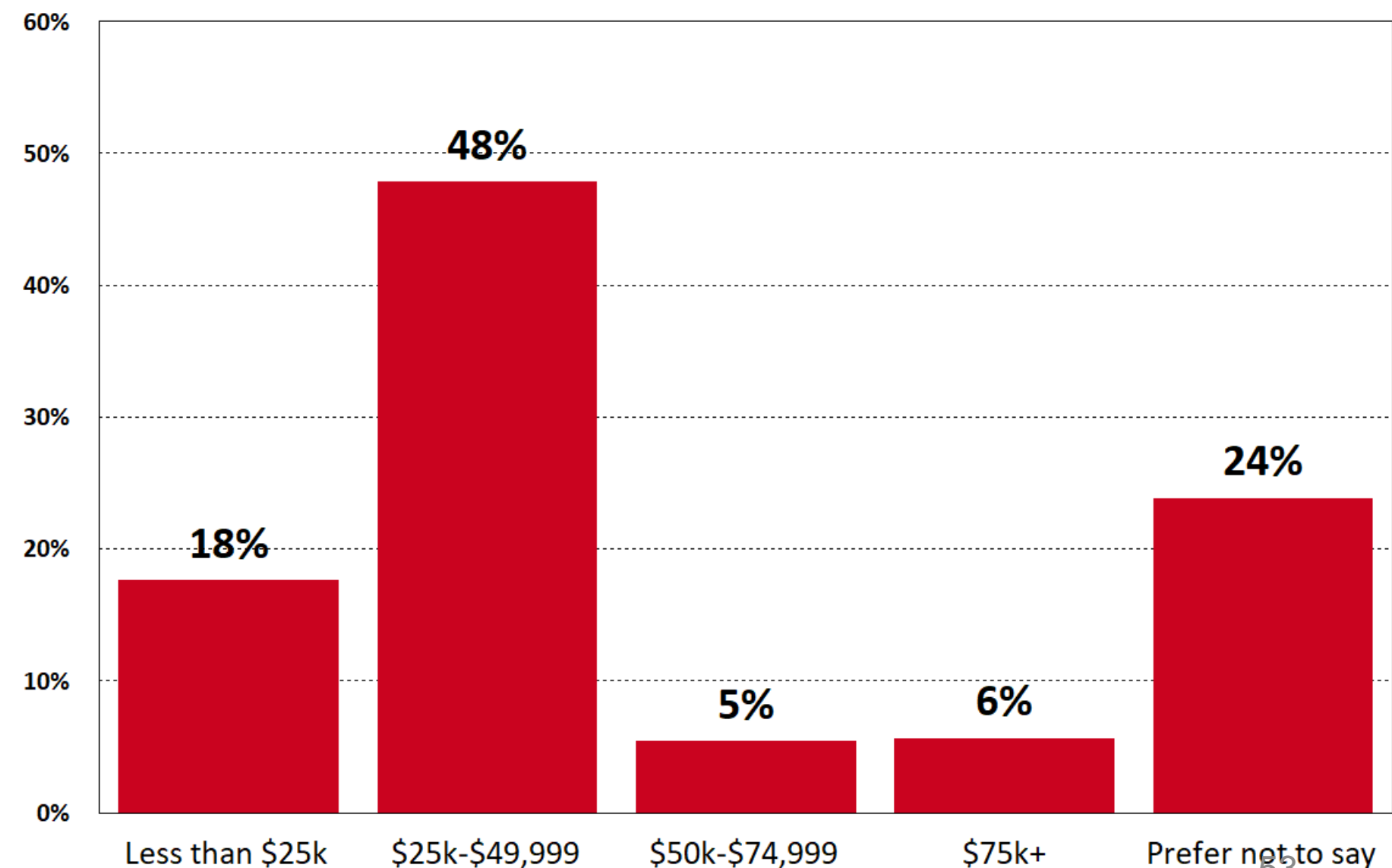


- 36% of rail customers are between 25 and 34 years old.
- 66% of rail customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?



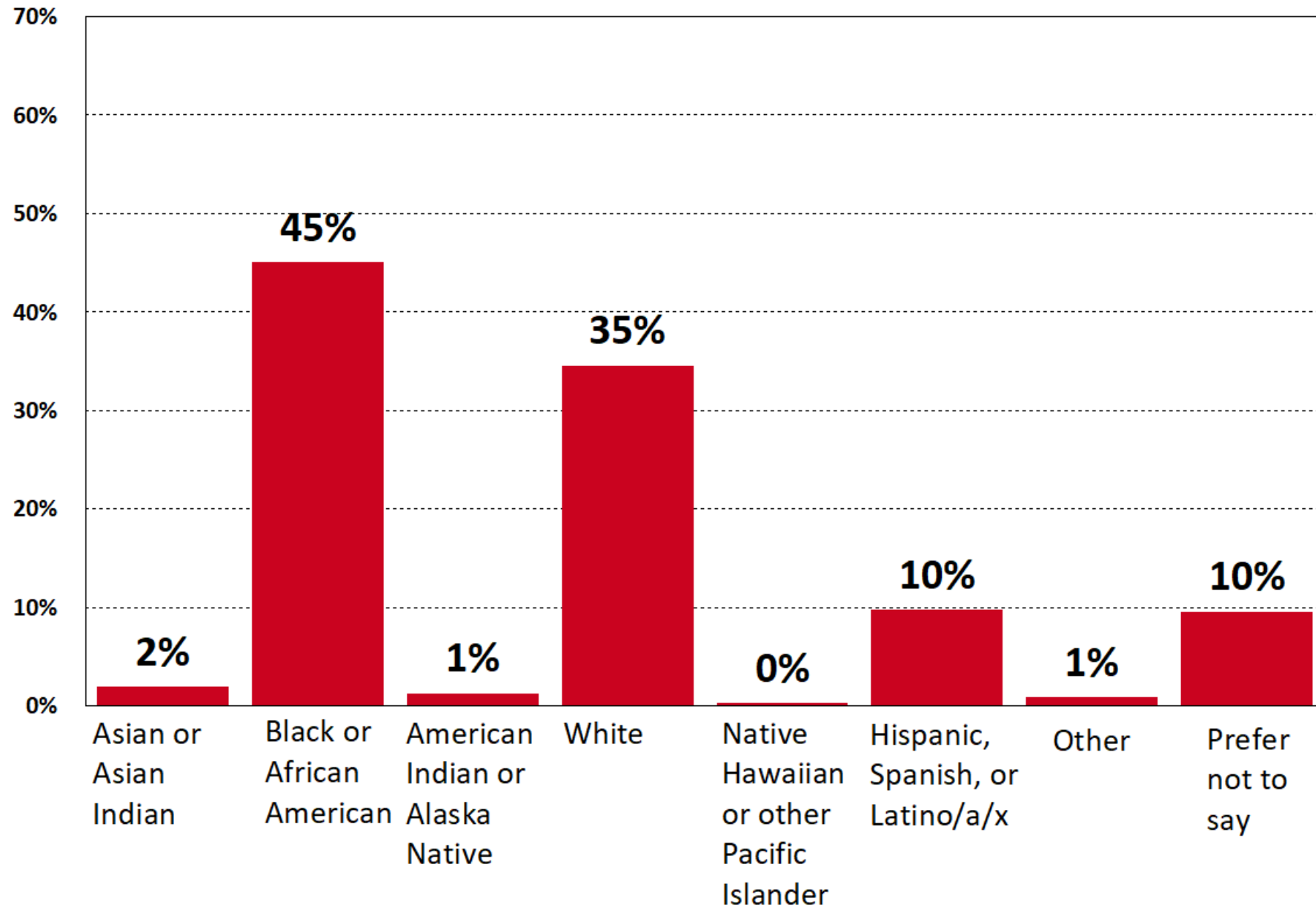


# Customer Characteristics

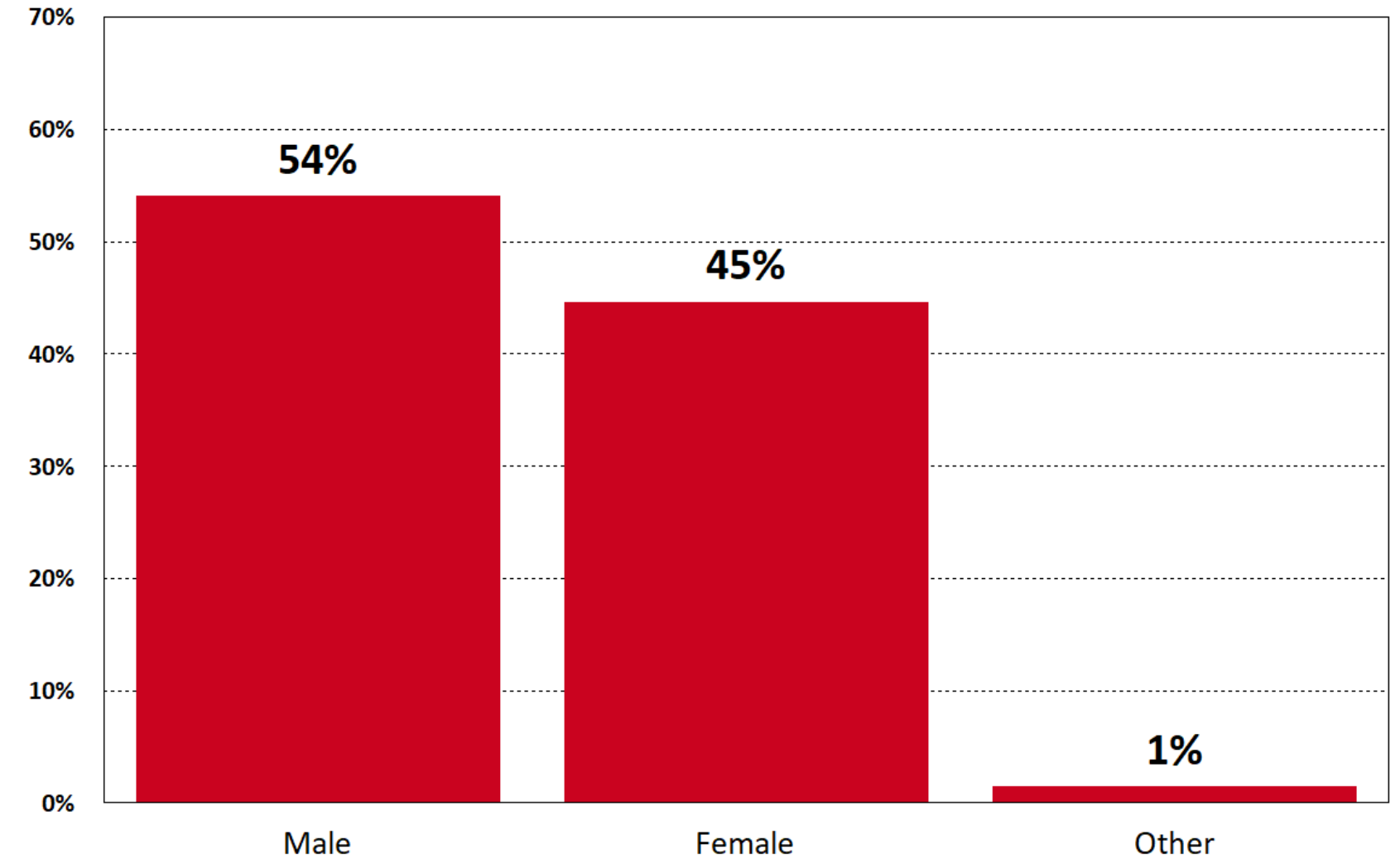


- The typical rail customer is a Black/African American (45%) male (54%).

What is your race/ethnicity?



What is your gender?



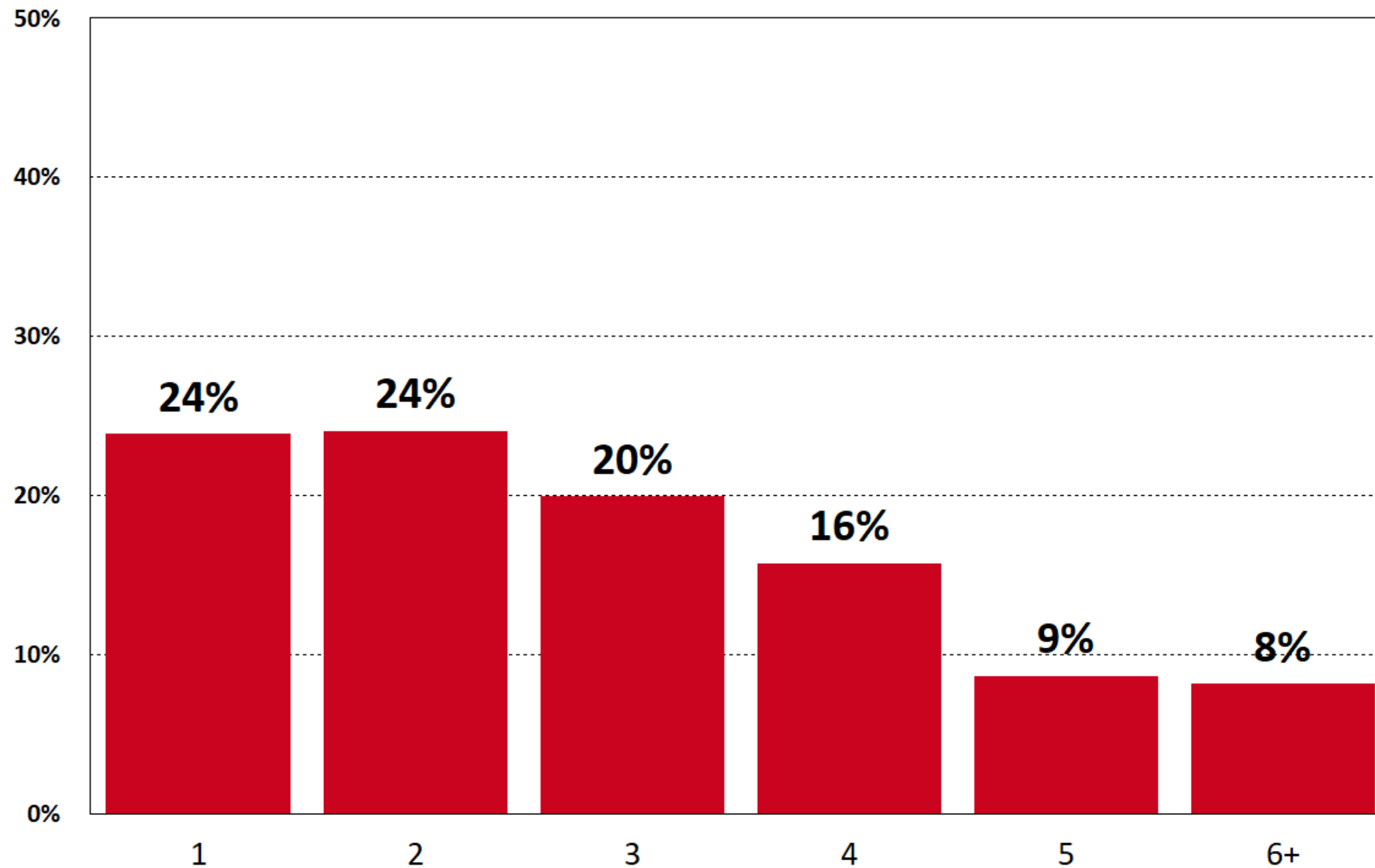


# Customer Characteristics



- The typical rail customer lives in a household with 2 or fewer people (48%).

Including yourself, how many people live in your household?



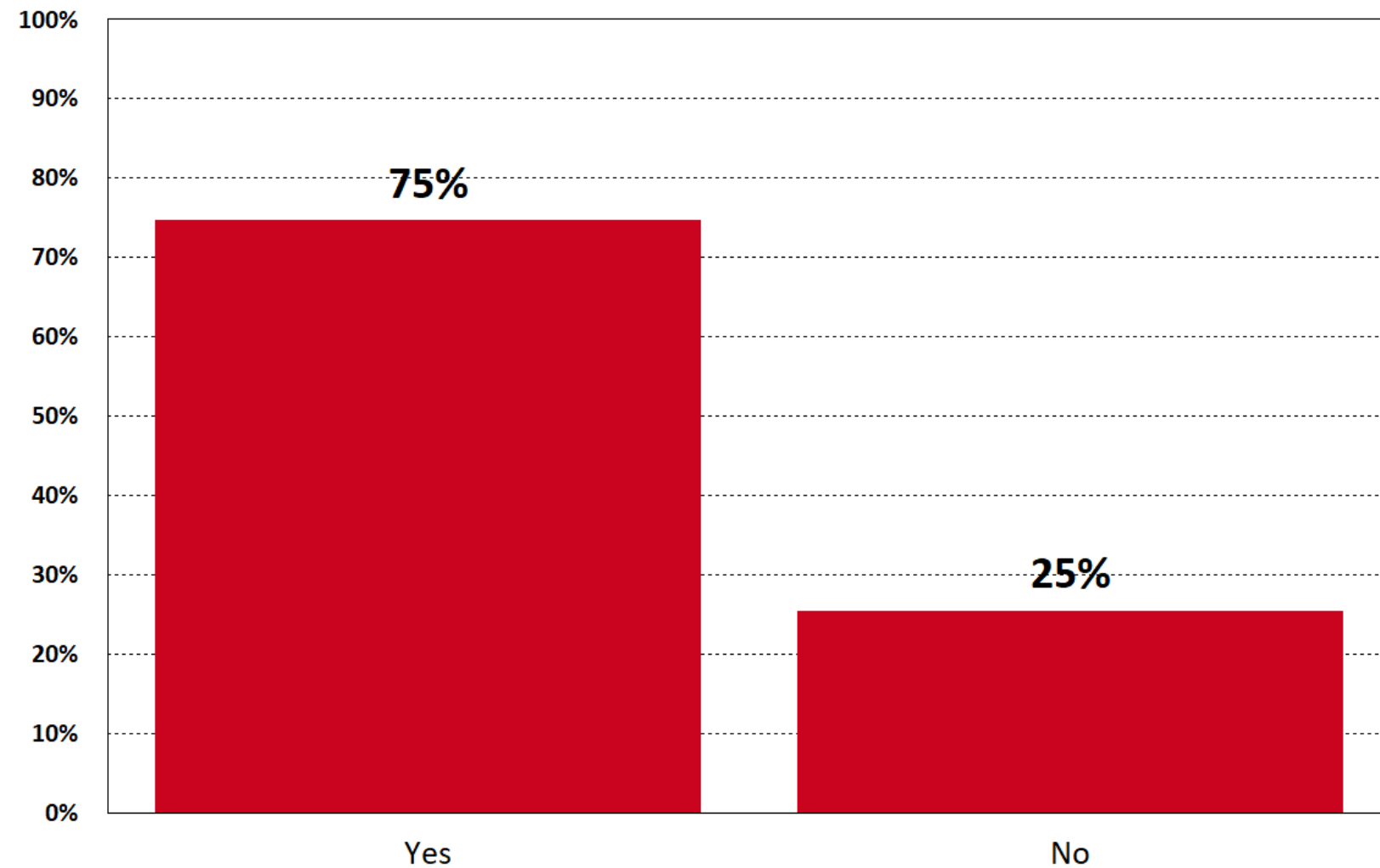


# Transit Dependence and Choice Riders

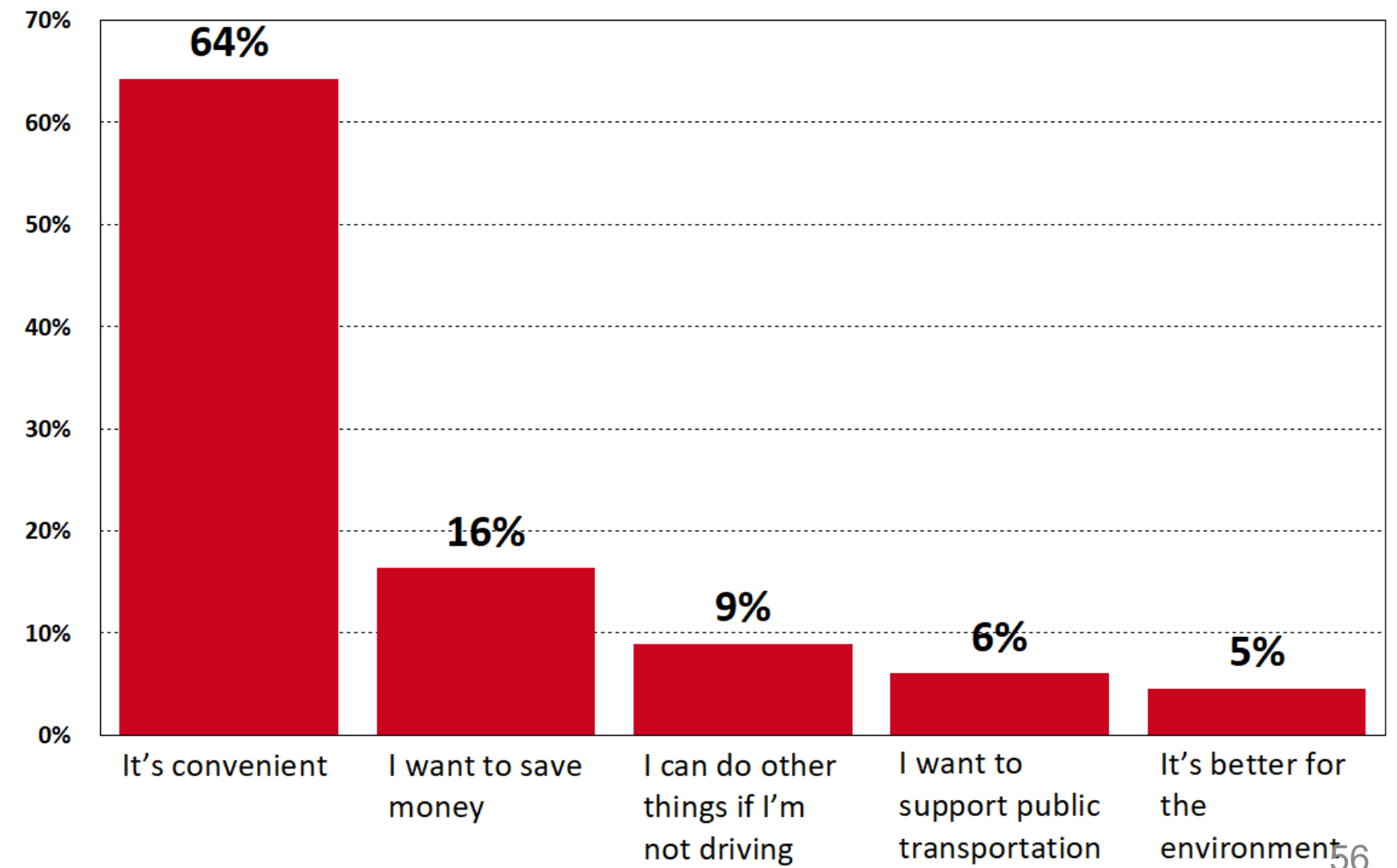


- 75% of rail customers are dependent on using rail train for travel.
- Of the rail customers who have other transportation options, "It's convenient" (64%) is the primary reason for choosing to use rail train services.

Are you dependent on using RTA trains to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?

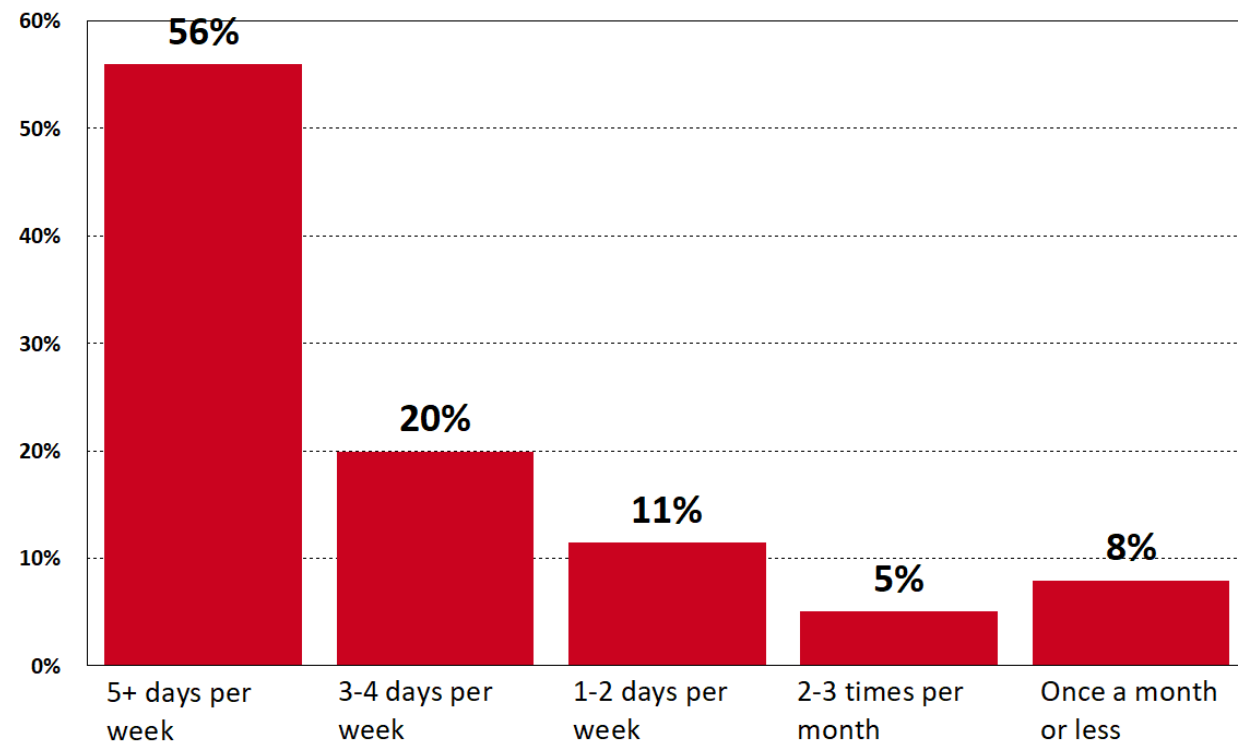




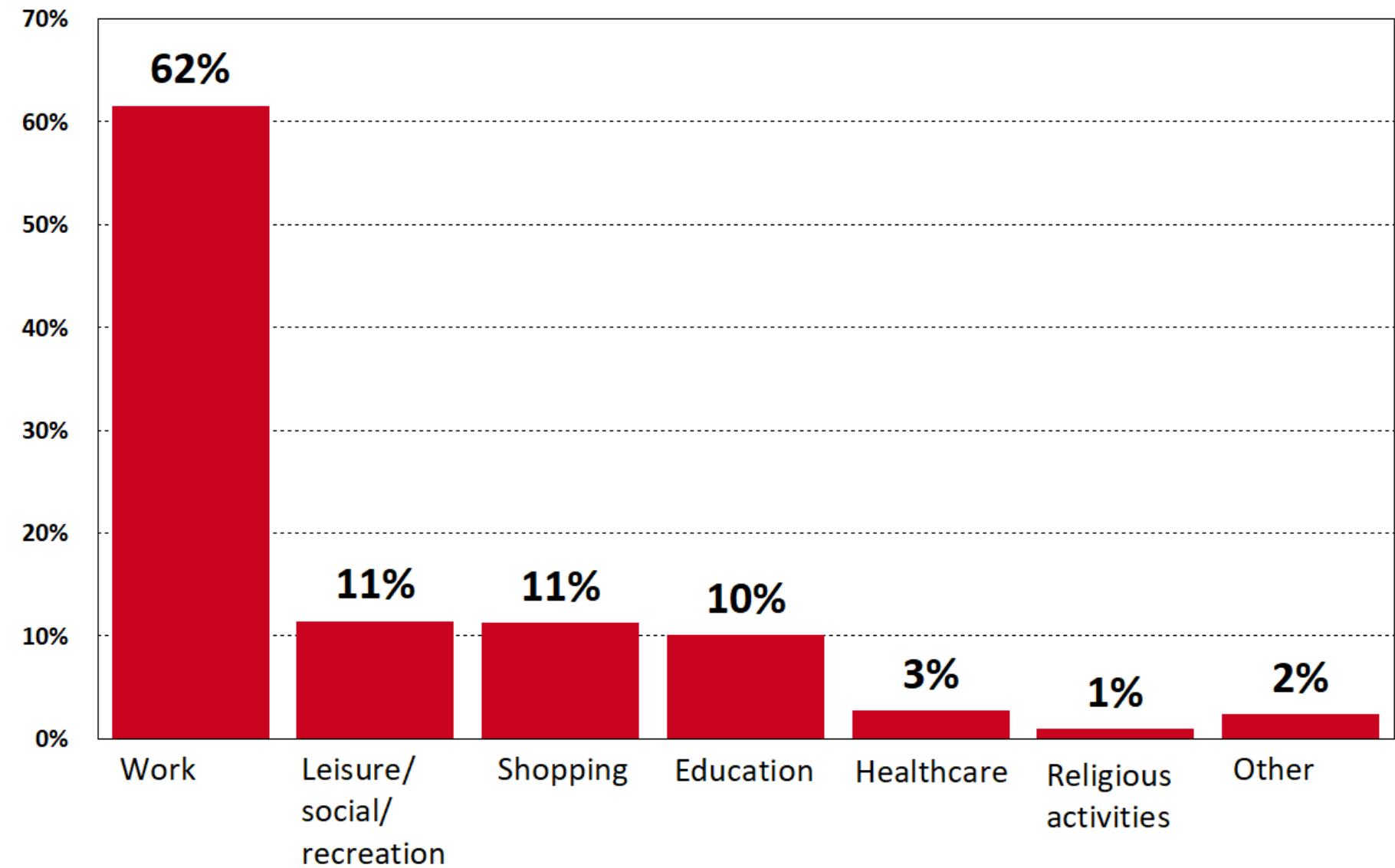
# Trip Frequency and Purpose

- Rail customers most often ride the rail 5+ days per week (56%), and 37% ride other RTA services 5+ days a week.
- Rail customers most frequently ride the rail for work (62%).

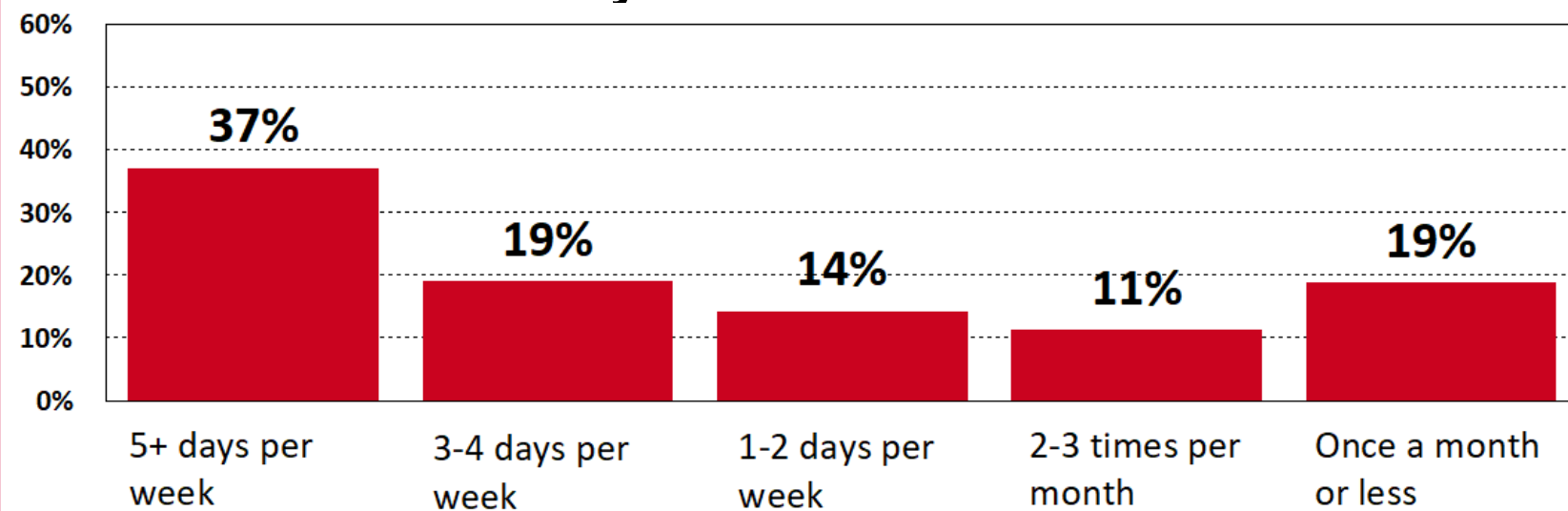
How often do you ride the train?



Why are you taking this trip?



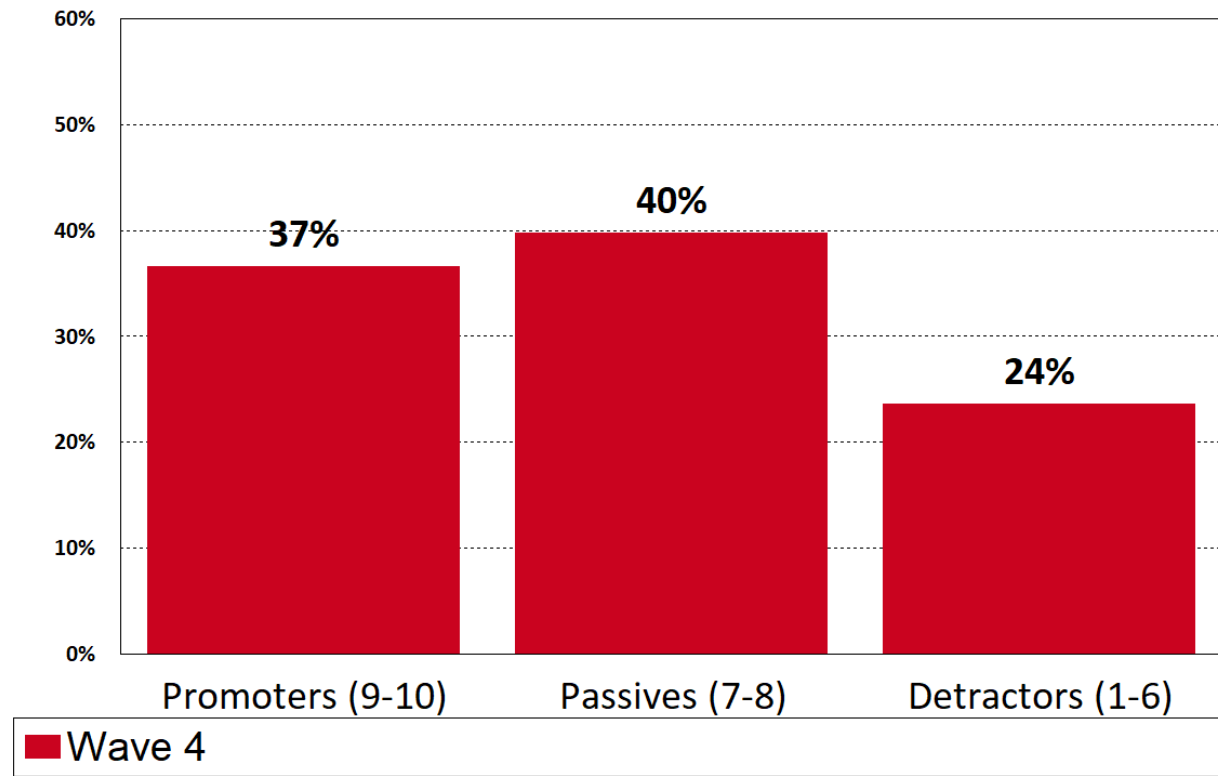
How often do you ride other RTA service?



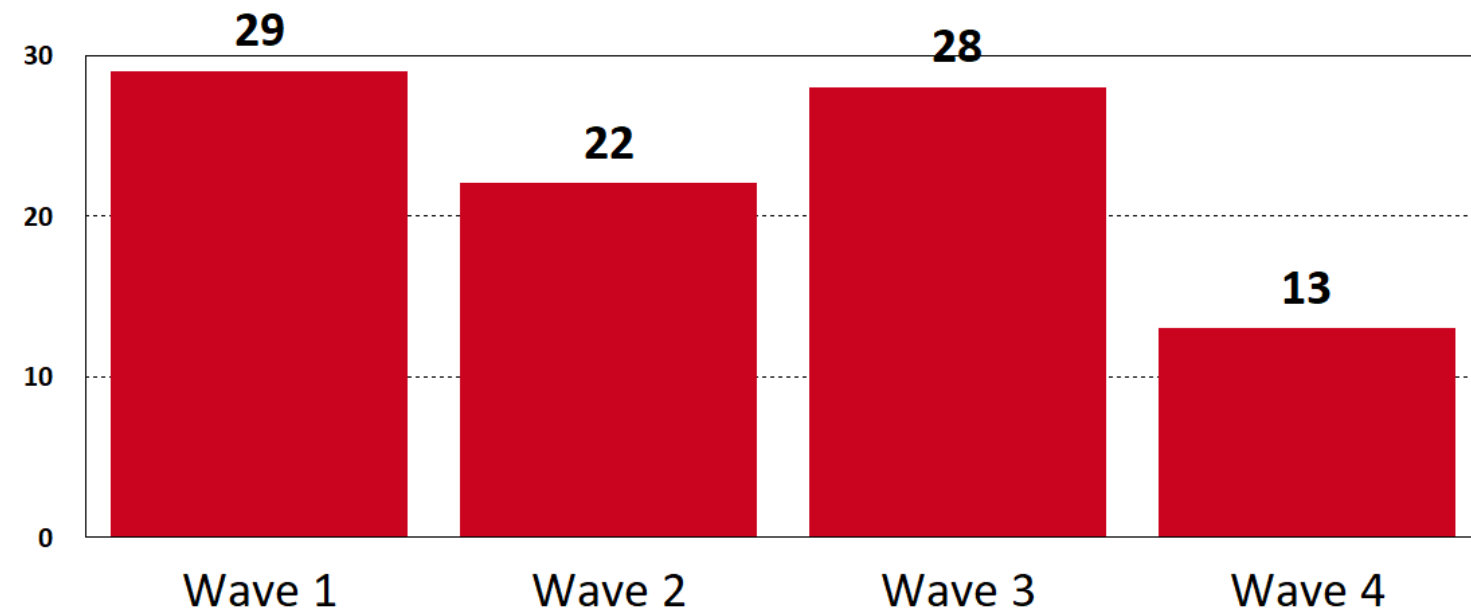


# Net Promoter Score (NPS) Rail

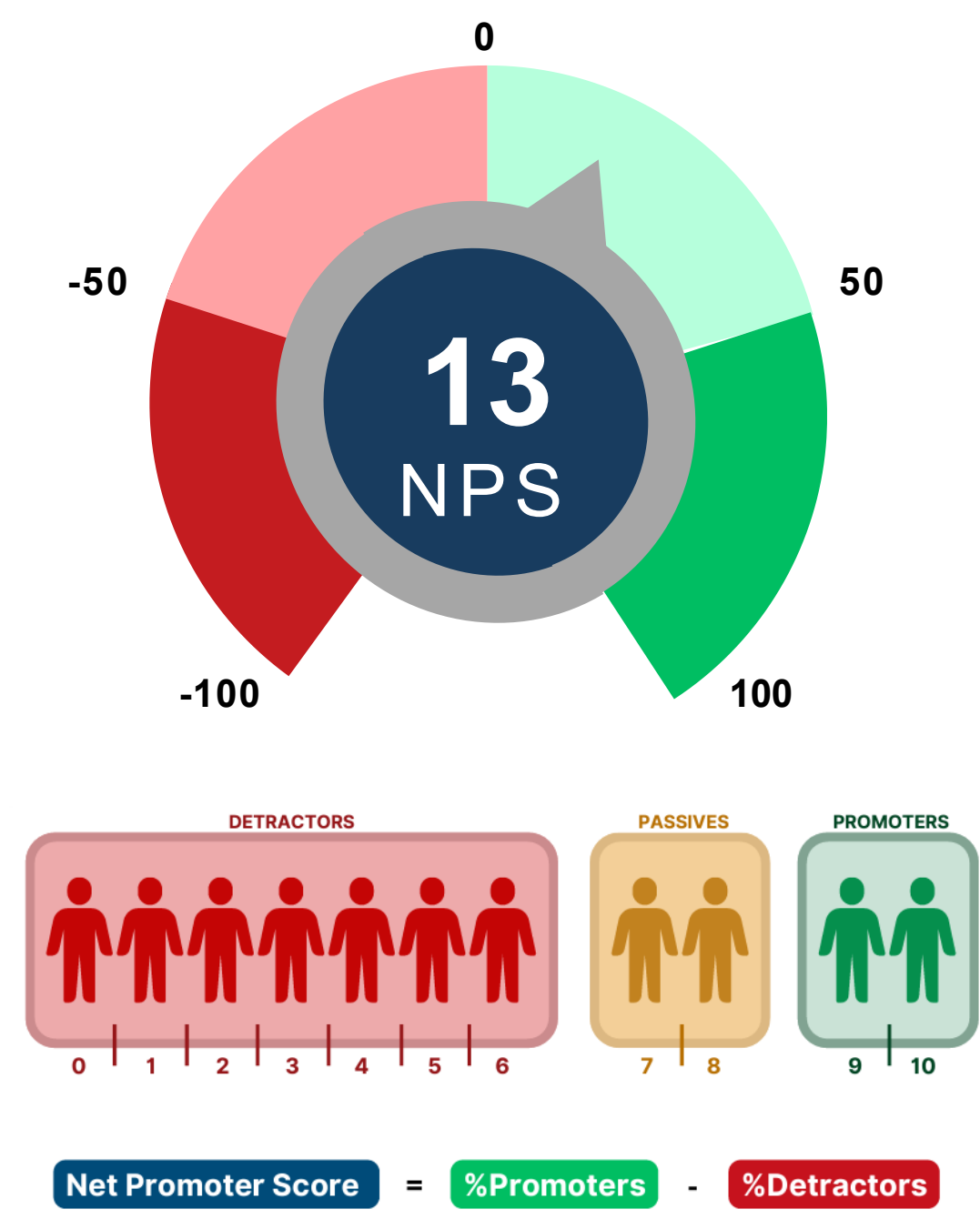
All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



Net Promoter Score



RTA's Rail NPS is down 15 points since Wave 3 from 28 to 13.





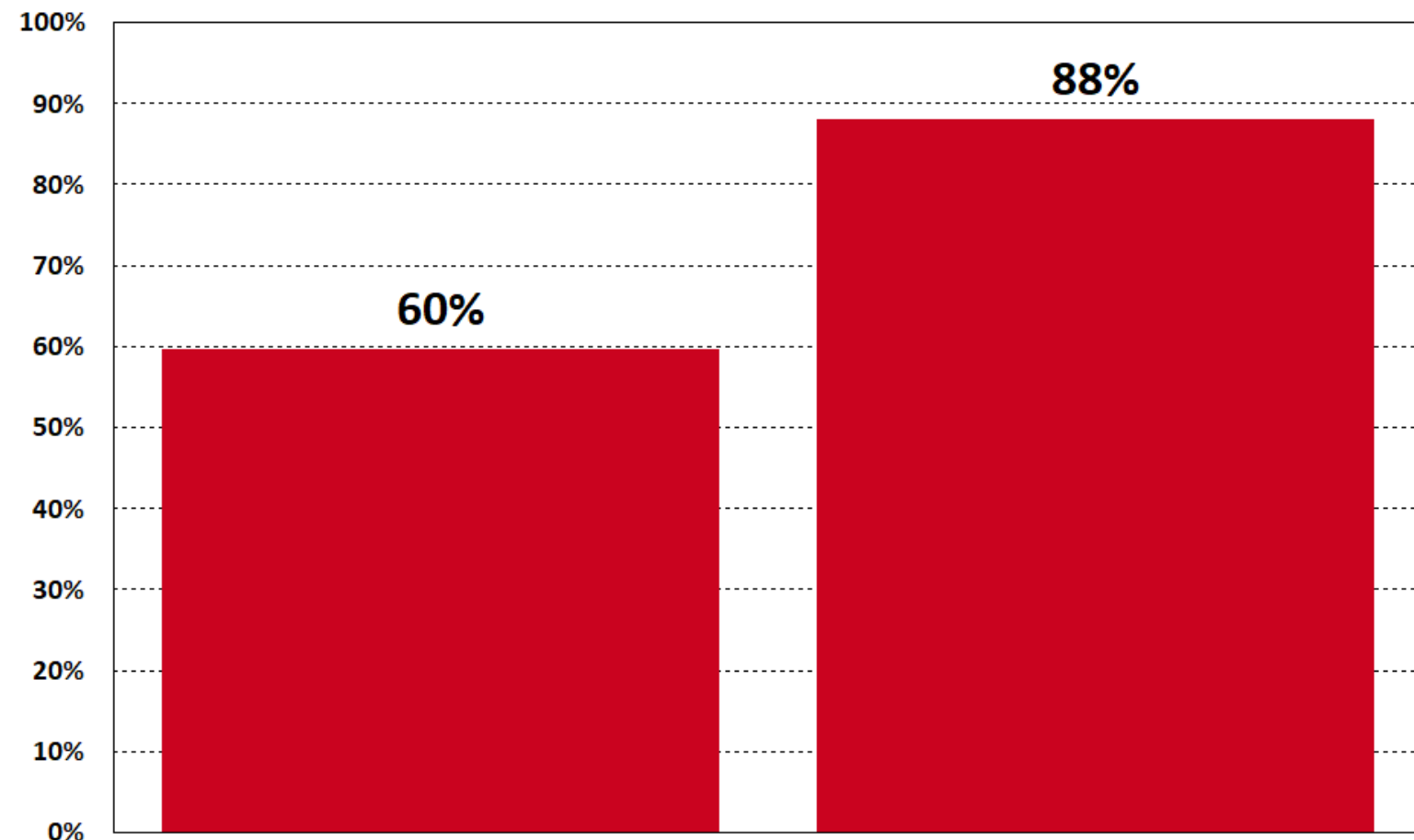
# Satisfaction and Community Value



- 60% of Rail customers are satisfied overall with the train service.
- 88% of Rail customers believe the RTA system provides value to the community.
- 79% of Rail customers believe the bus service has stayed the same in the past year.

Overall Satisfaction

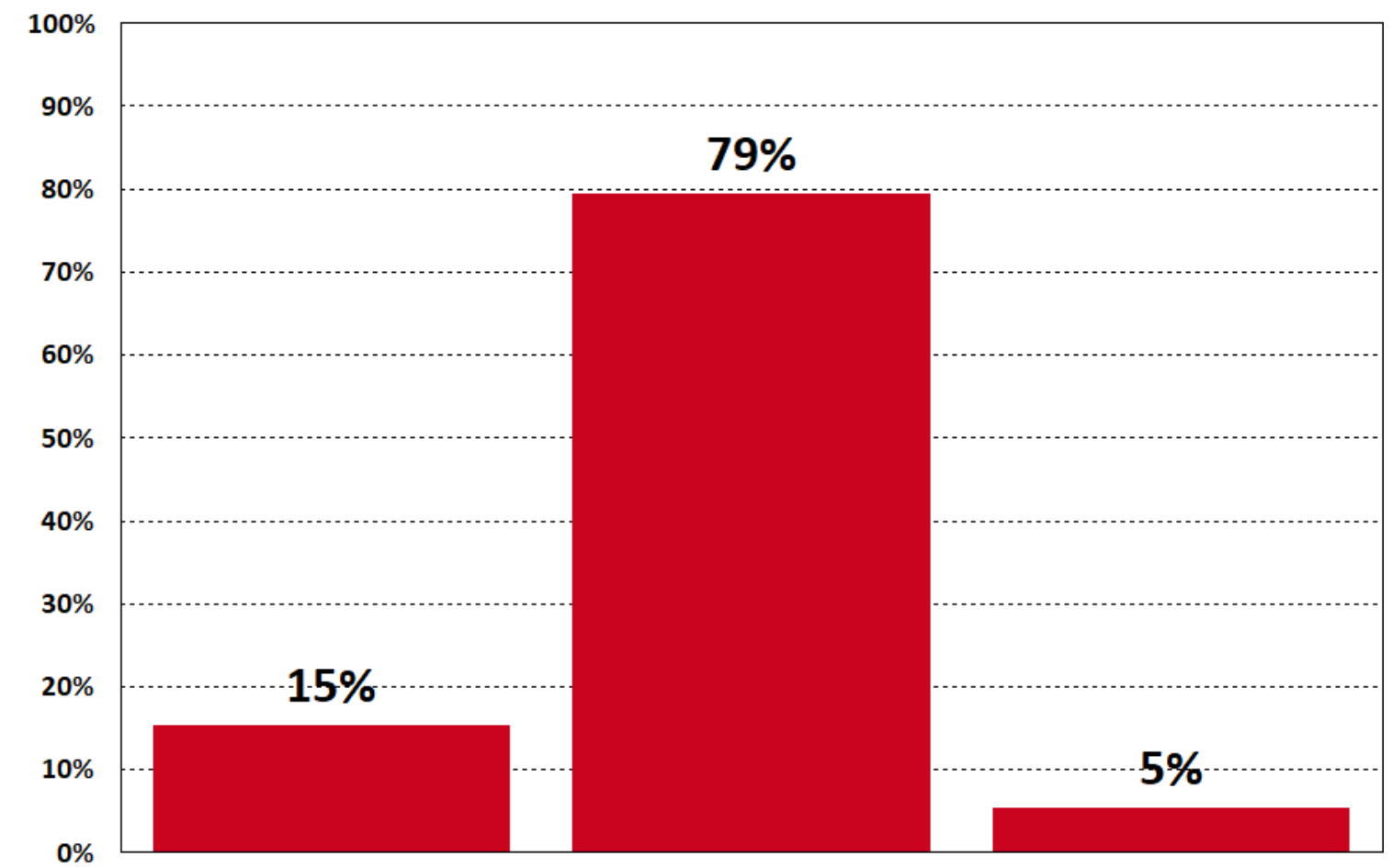
Community Value



How satisfied are you overall with the train service?

RTA system provides value to the community

In the past year, the train service has:



Gotten better

Stayed about the same

Gotten worse

# Customer Importance Factors

*Rail Train Service*

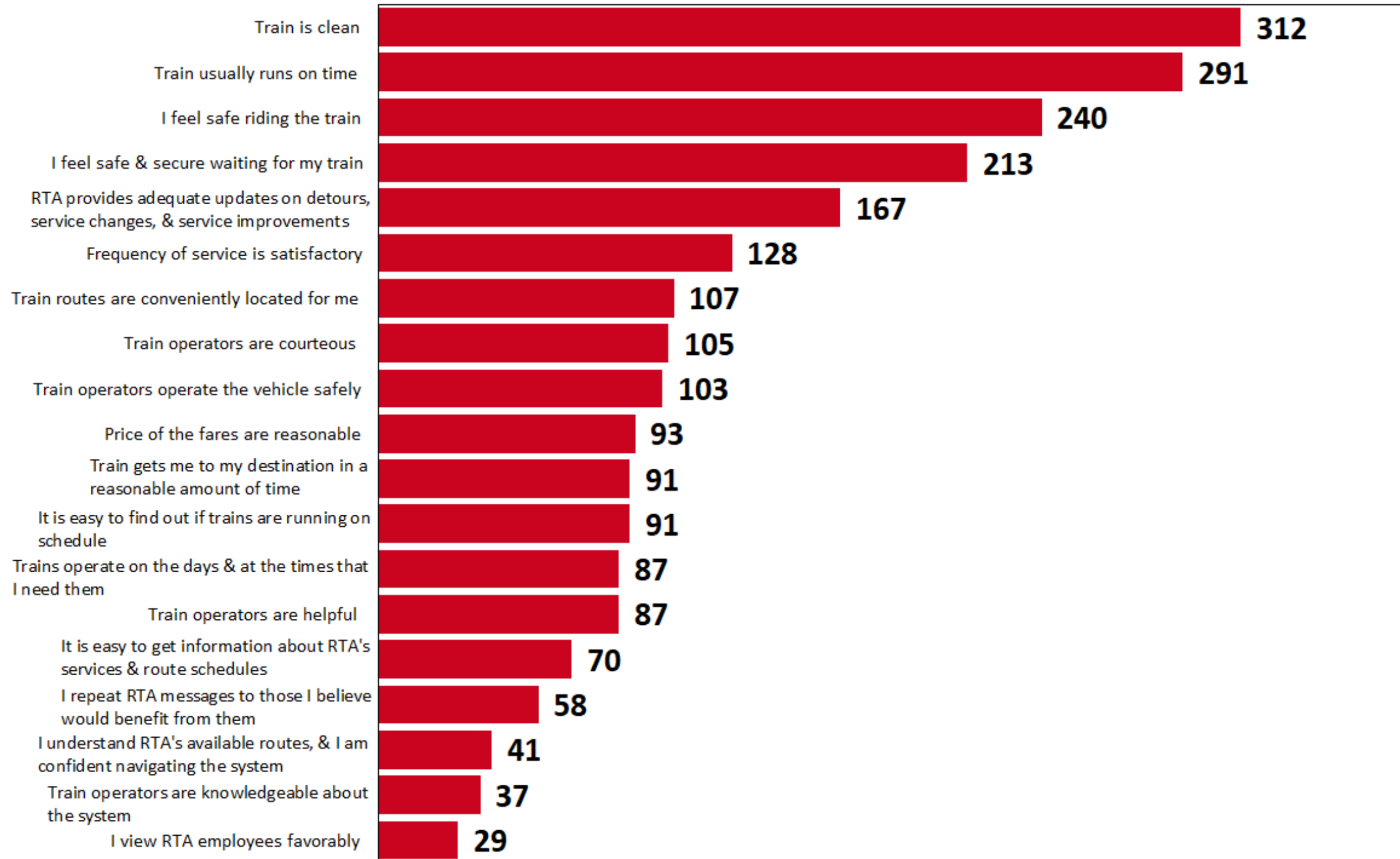




# Top Customer Importance Factors



- The top importance factors were cleanliness (312), trains running on time (291), and safety while riding (240).

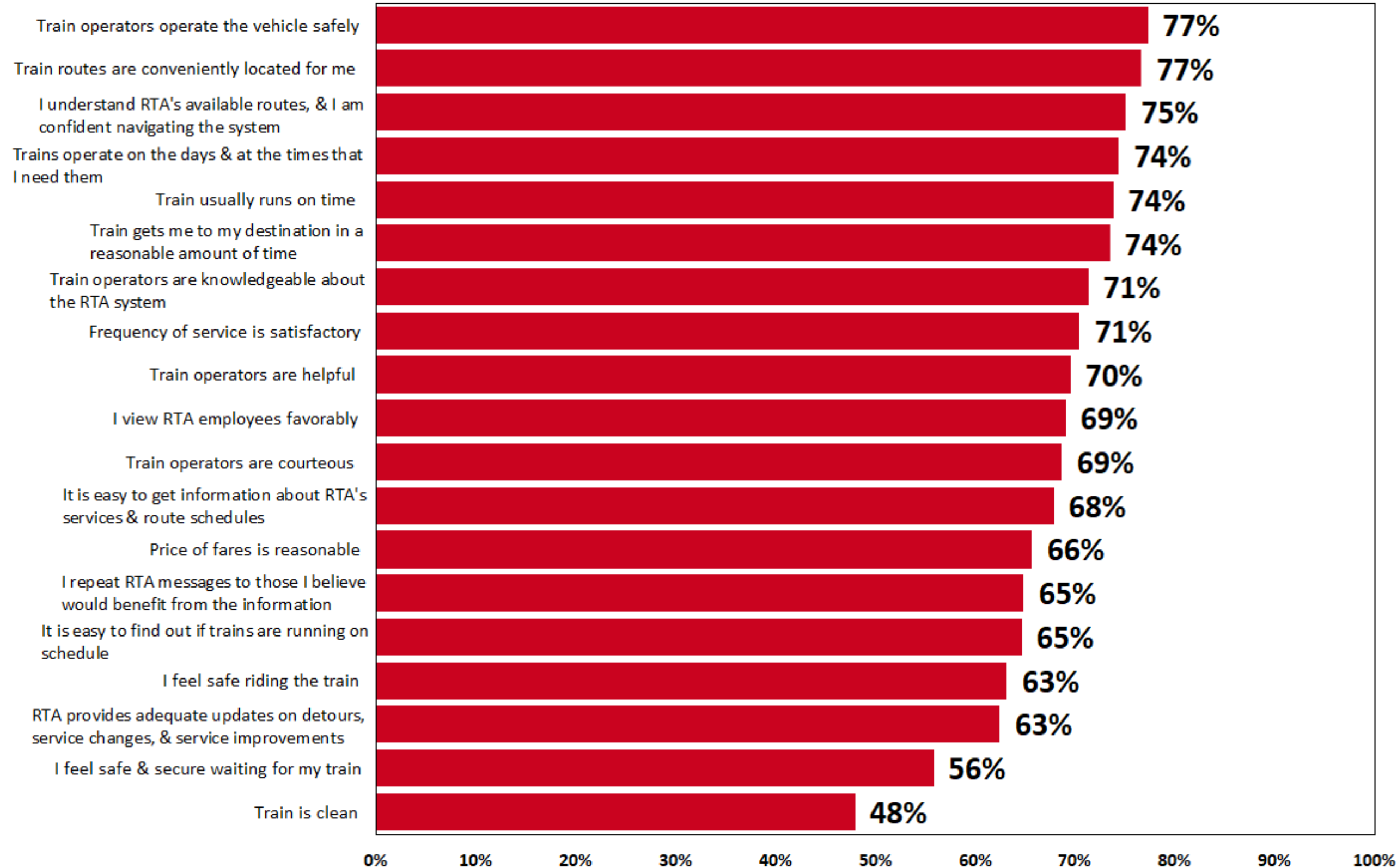




# Level of Agreement



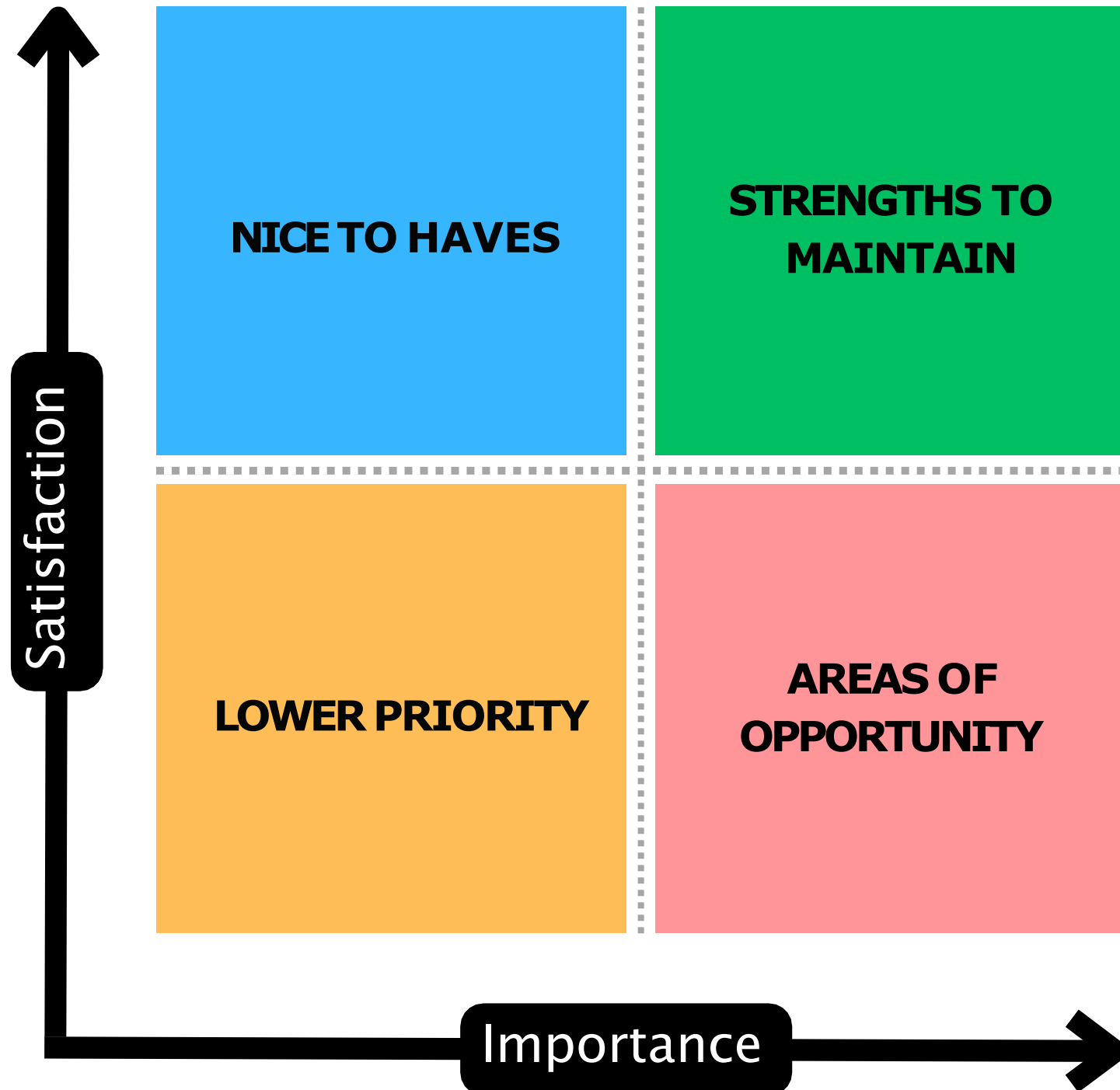
## Rail



# Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

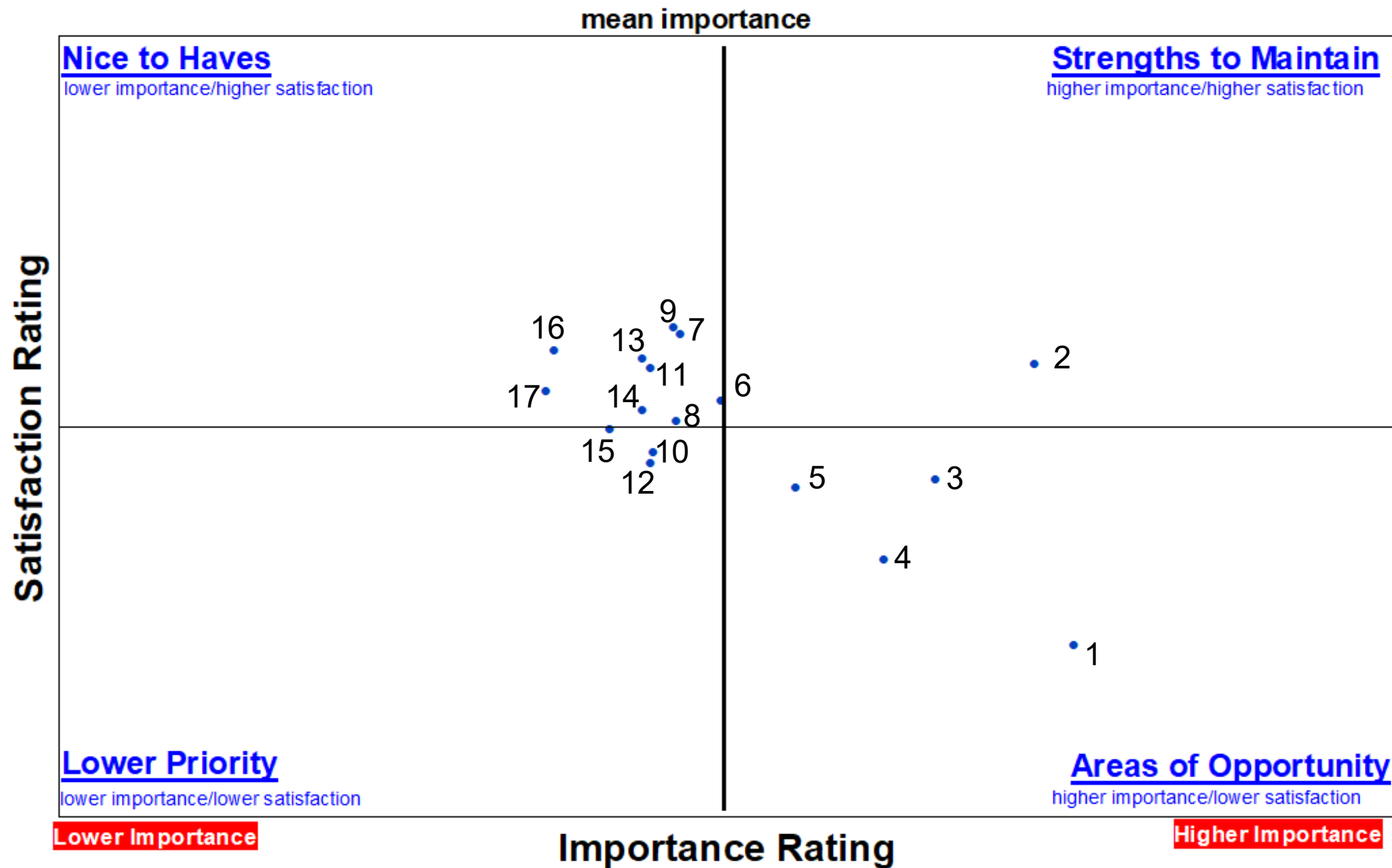
## Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



## Legend

1. Train is clean
2. Train usually runs on time
3. I feel safe riding the train
4. I feel safe & secure waiting for my train
5. RTA provides adequate updates on detours, service changes, & service improvements
6. Frequency of service is satisfactory
7. Train routes are conveniently located for me
8. Train operators are courteous
9. Train operators operate the vehicle safely
10. Price of the fares are reasonable
11. Train gets me to my destination in a reasonable amount of time
12. It is easy to find out if trains are running on schedule
13. Trains operate on the days & at the times that I need them
14. Train operators are helpful
15. It is easy to get information about RTA's services & route schedules
16. I understand RTA's available routes, & I am confident navigating the system
17. Train operators are knowledgeable about the RTA system

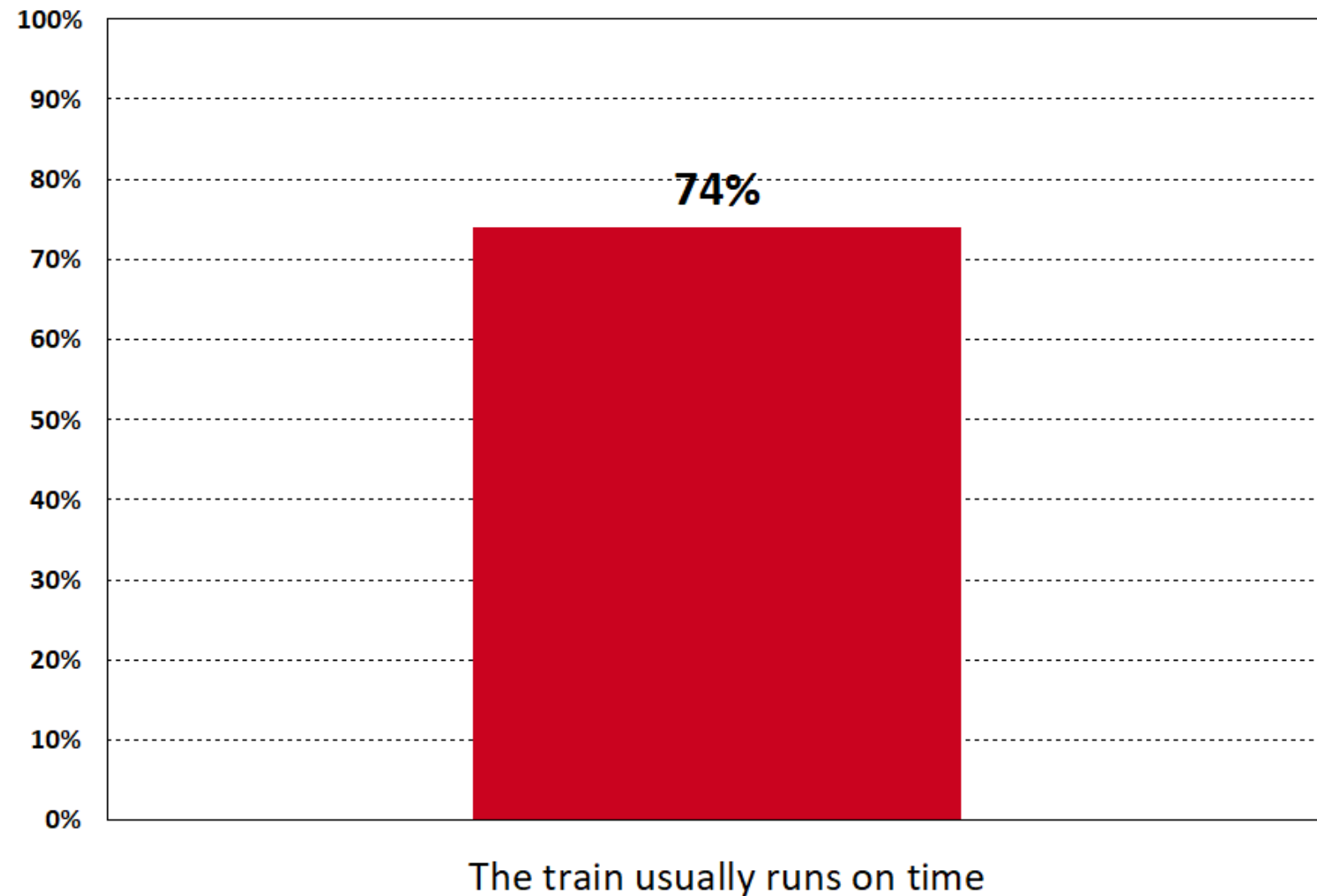
Source: ETC Institute (2023)



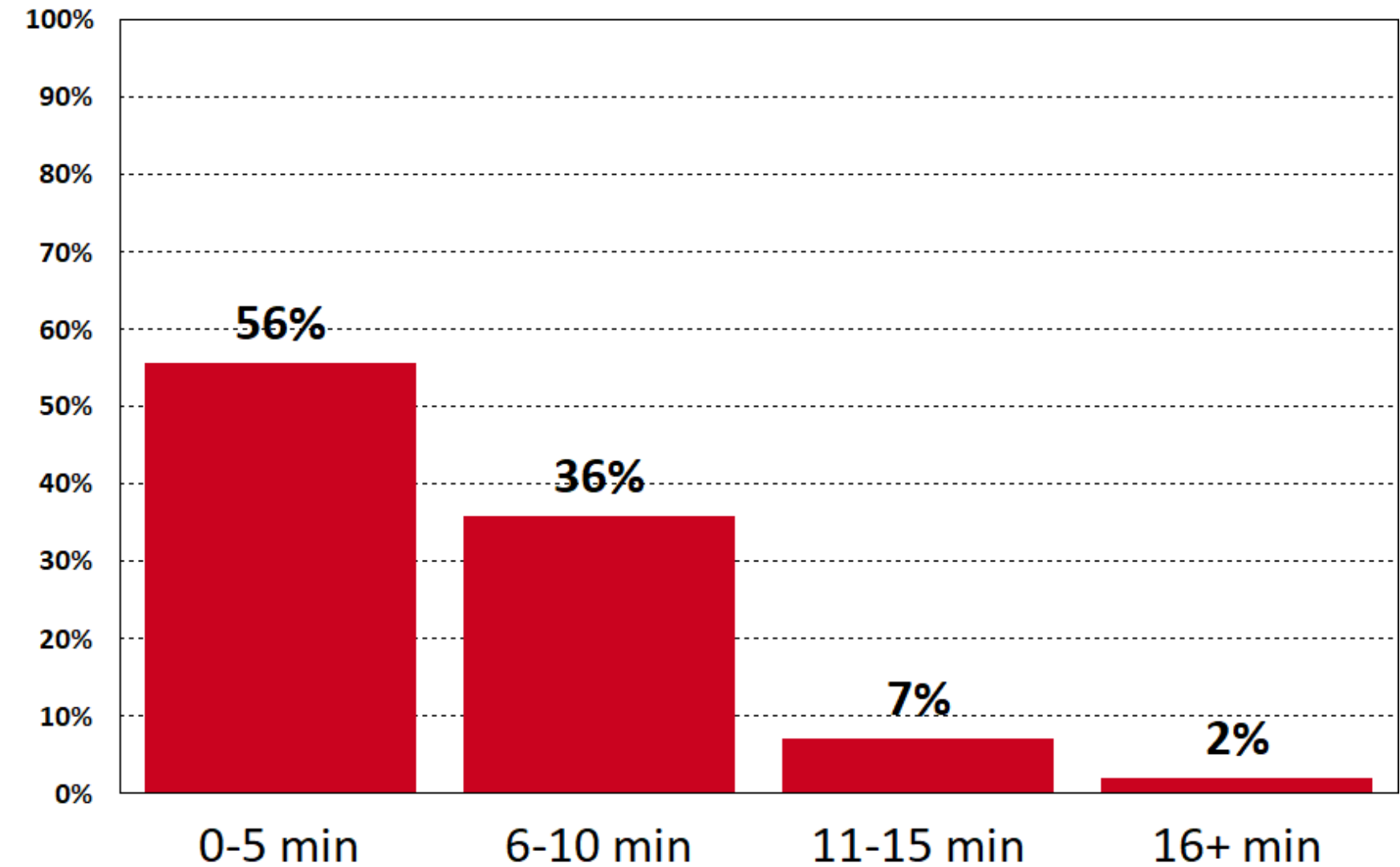
# On-Time Performance

- 74% of Rail customers are satisfied with the On-Time Performance.
- 56% of Rail customers believe it is acceptable for the train to arrive only 0 to 5-minutes beyond its scheduled time.

On-Time Performance



How many minutes do you feel is acceptable for a train to arrive beyond its scheduled time?

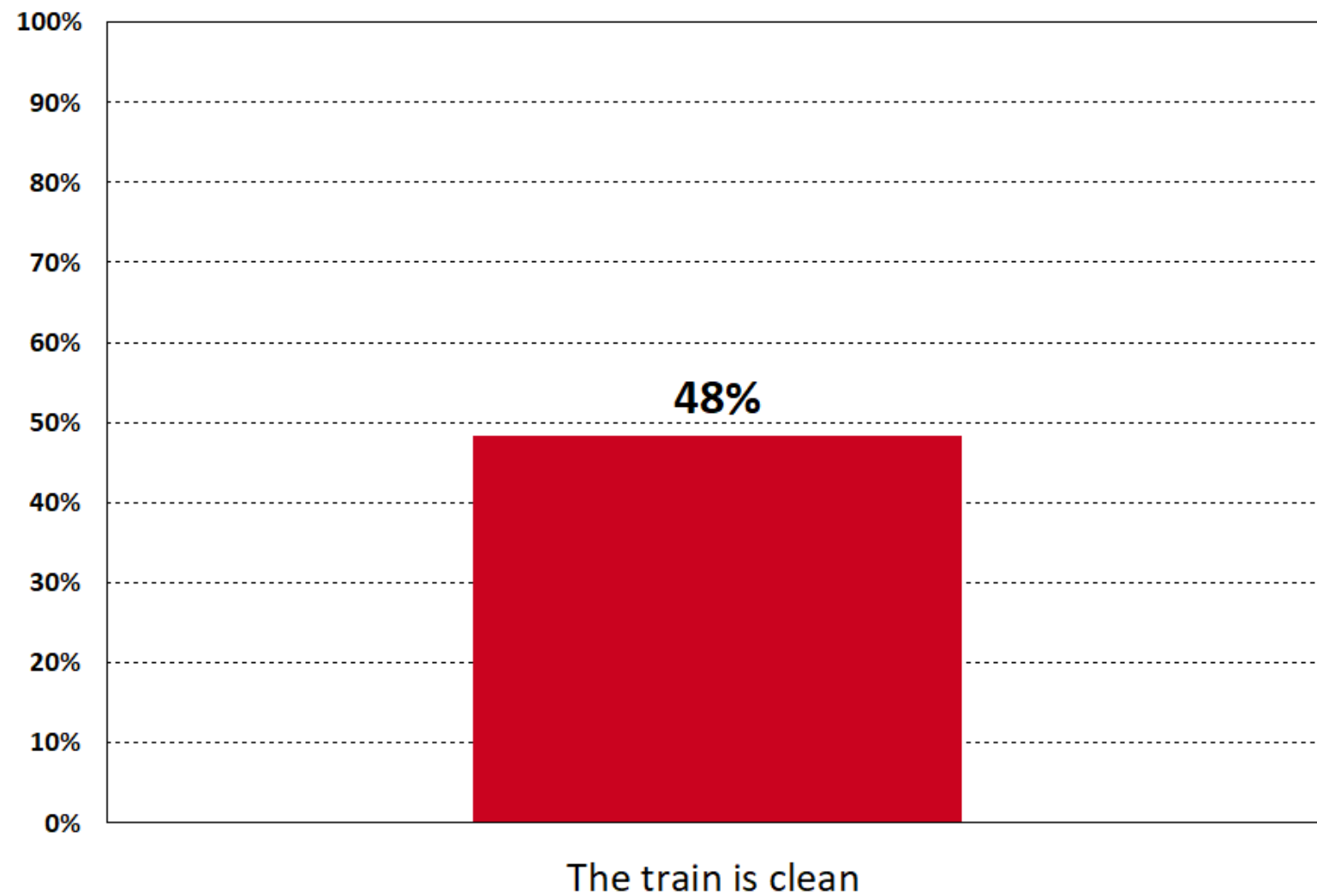




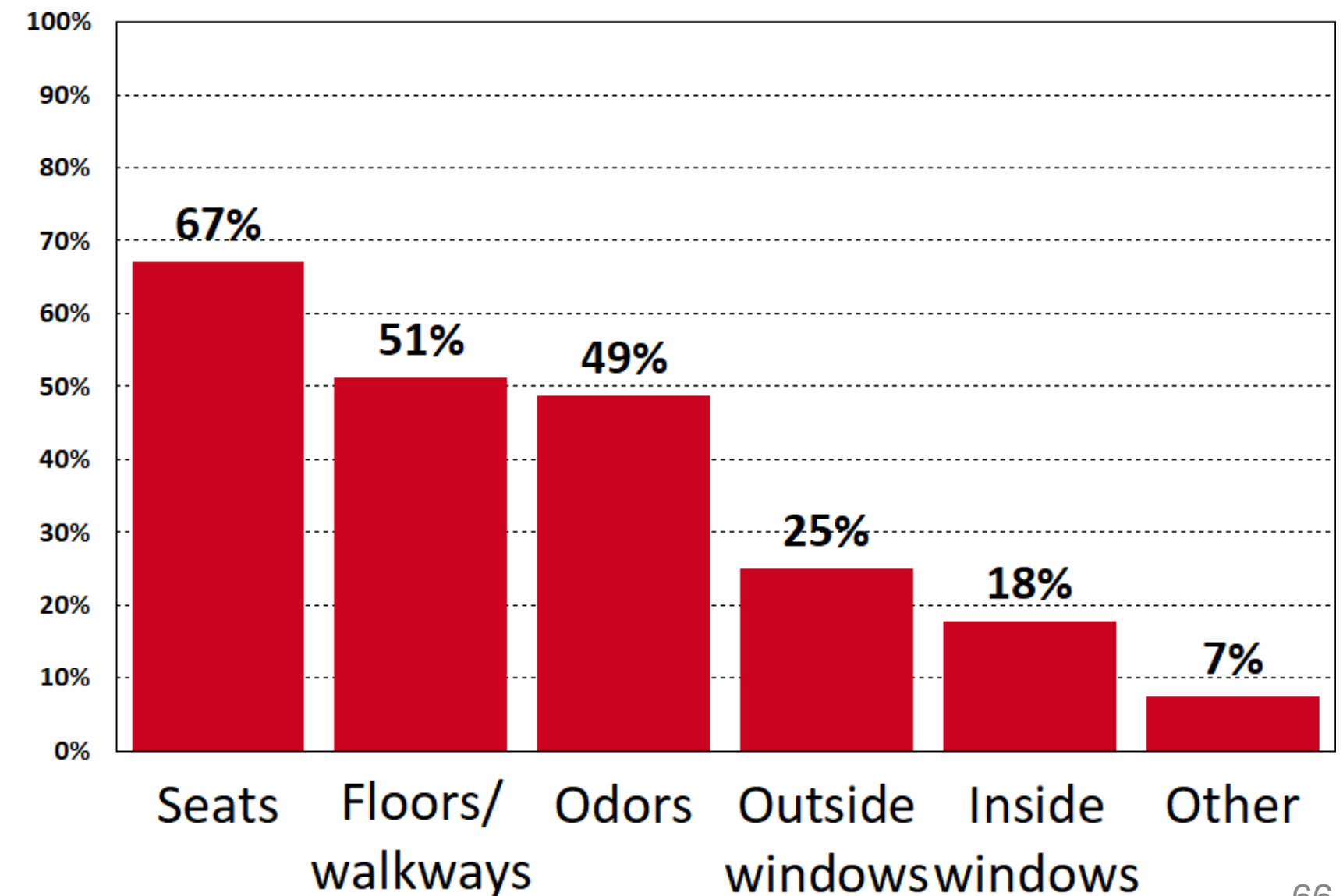
# Cleanliness of Trains

- 48% of train customers are satisfied with the cleanliness of trains.
- Rail customers think focusing on seats (67%) and floors/walkways (51%) would improve their satisfaction with train cleanliness.

Cleanliness of Trains



Which areas would you like RTA to focus on to improve your satisfaction with train cleanliness?





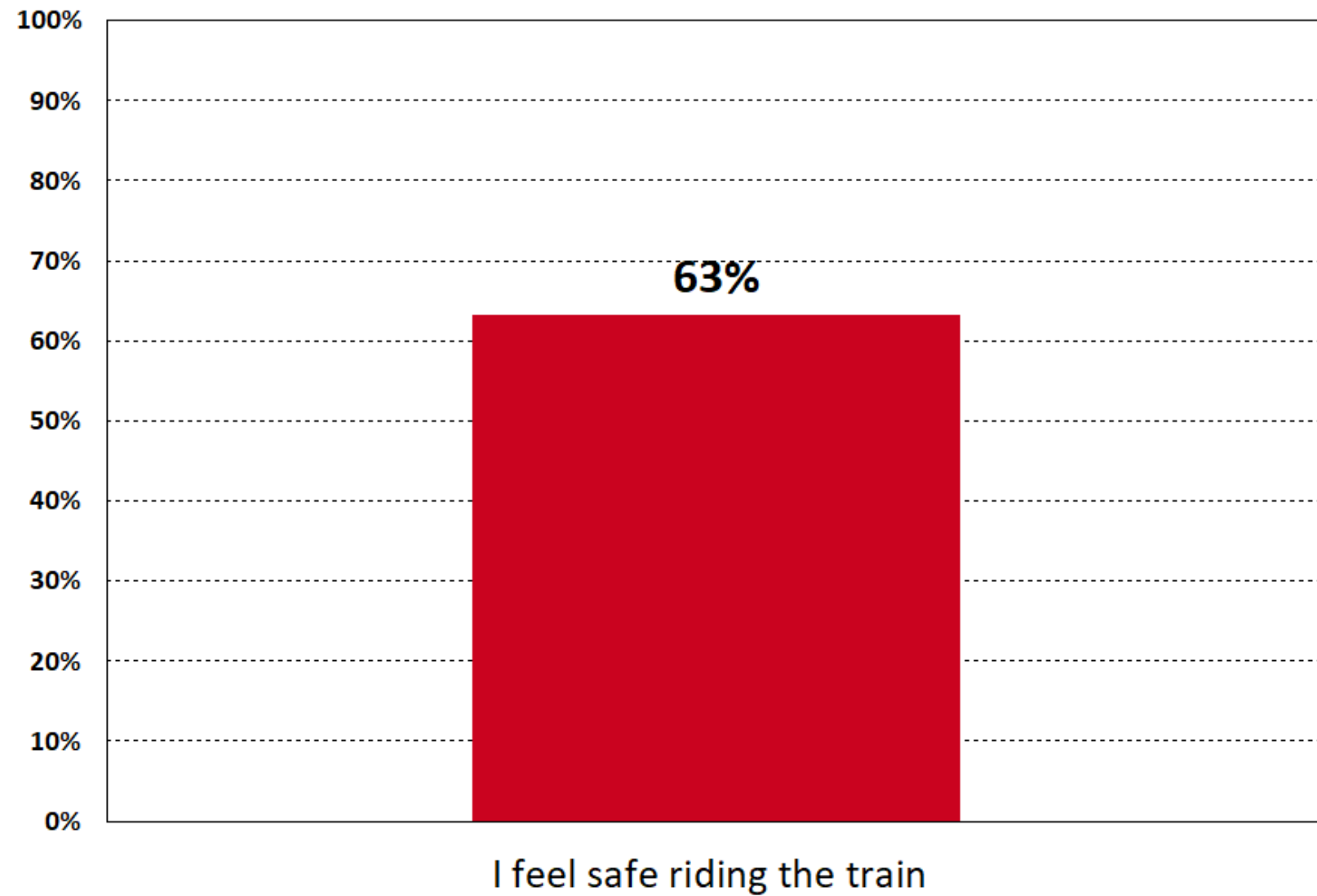


# Rail and Rail Stop Safety

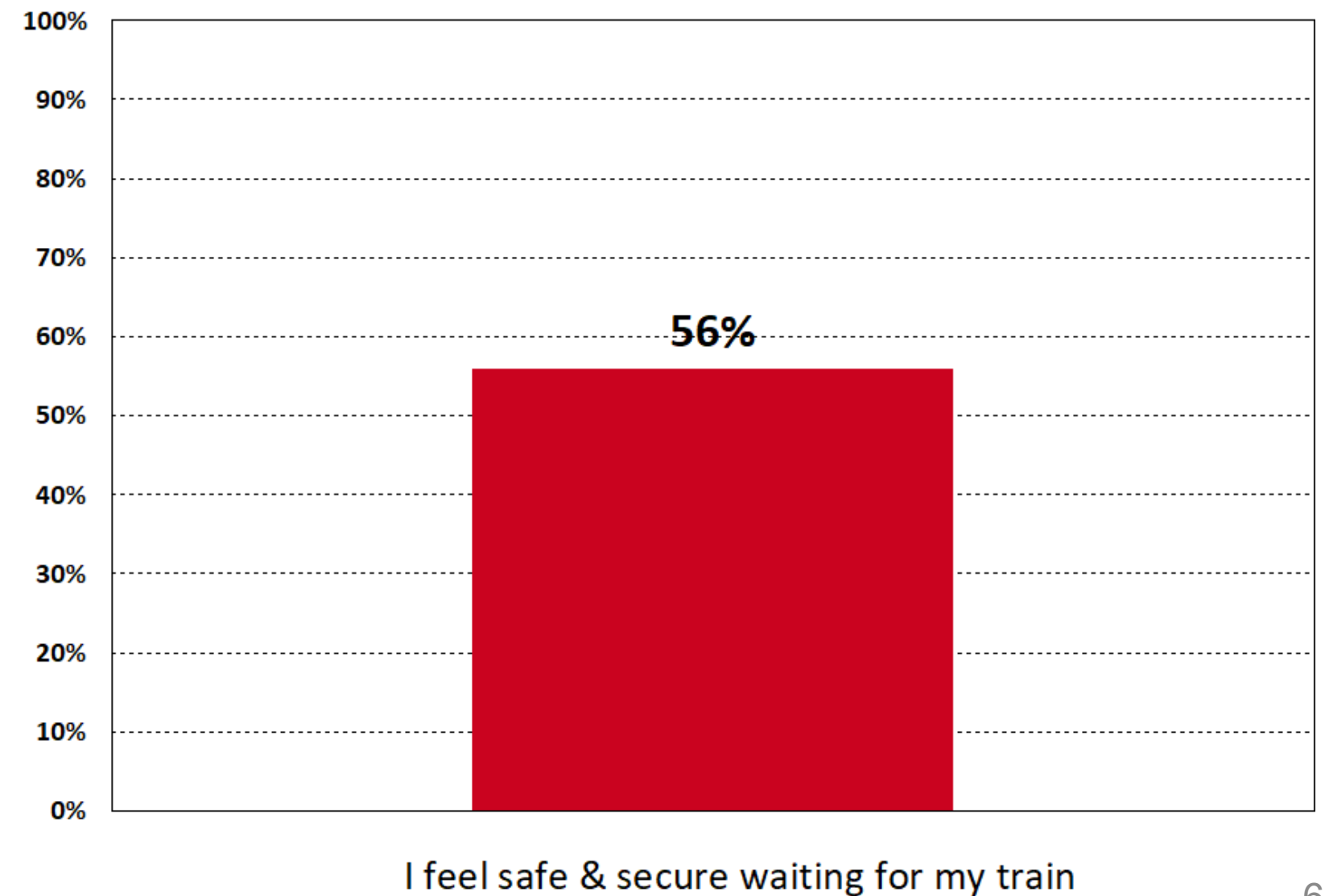


- 63% of rail customers feel safe while riding the train, and 56% feel safe while waiting for the train.

Train Safety



Train Stop Safety

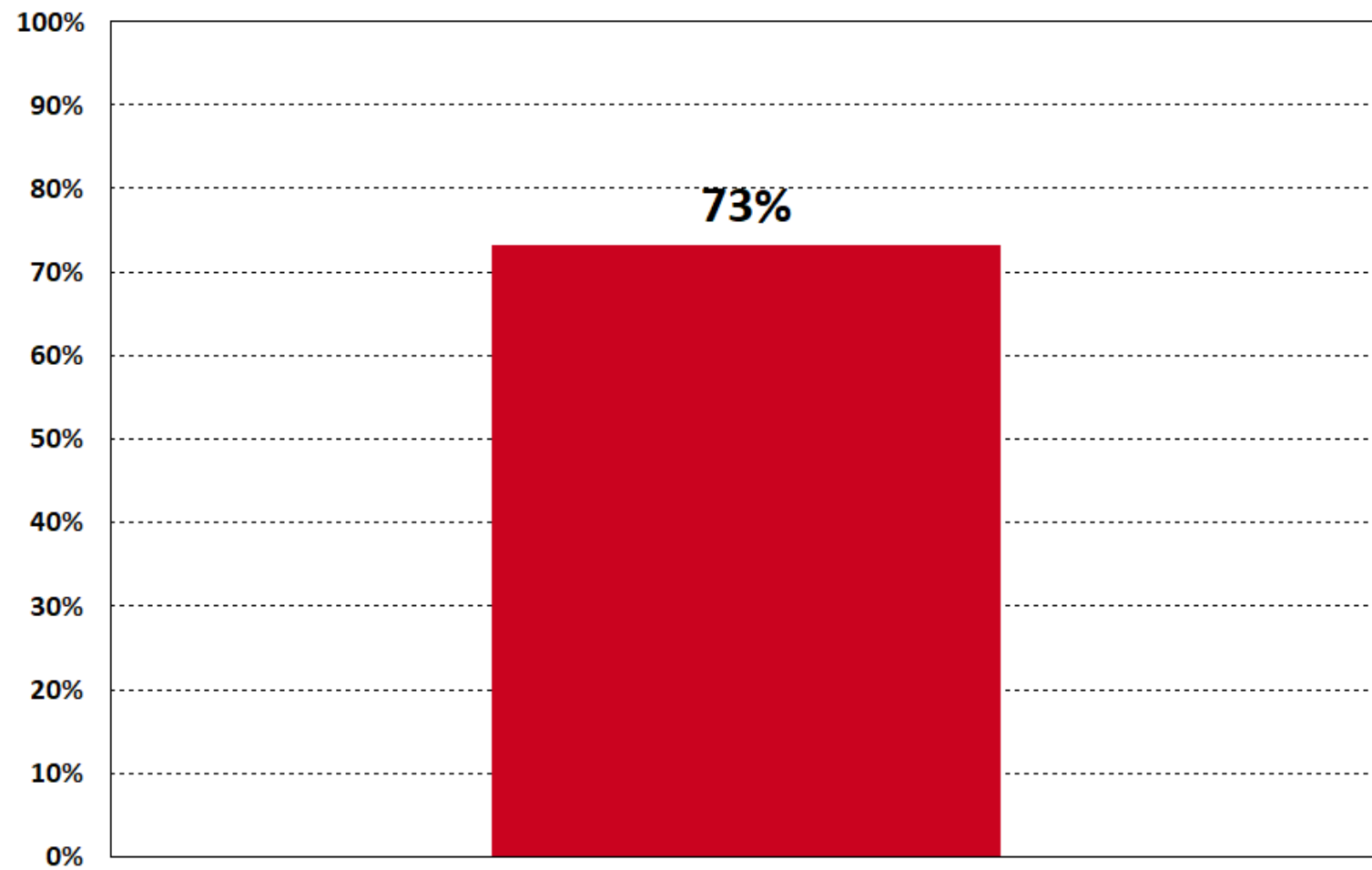




# Funding

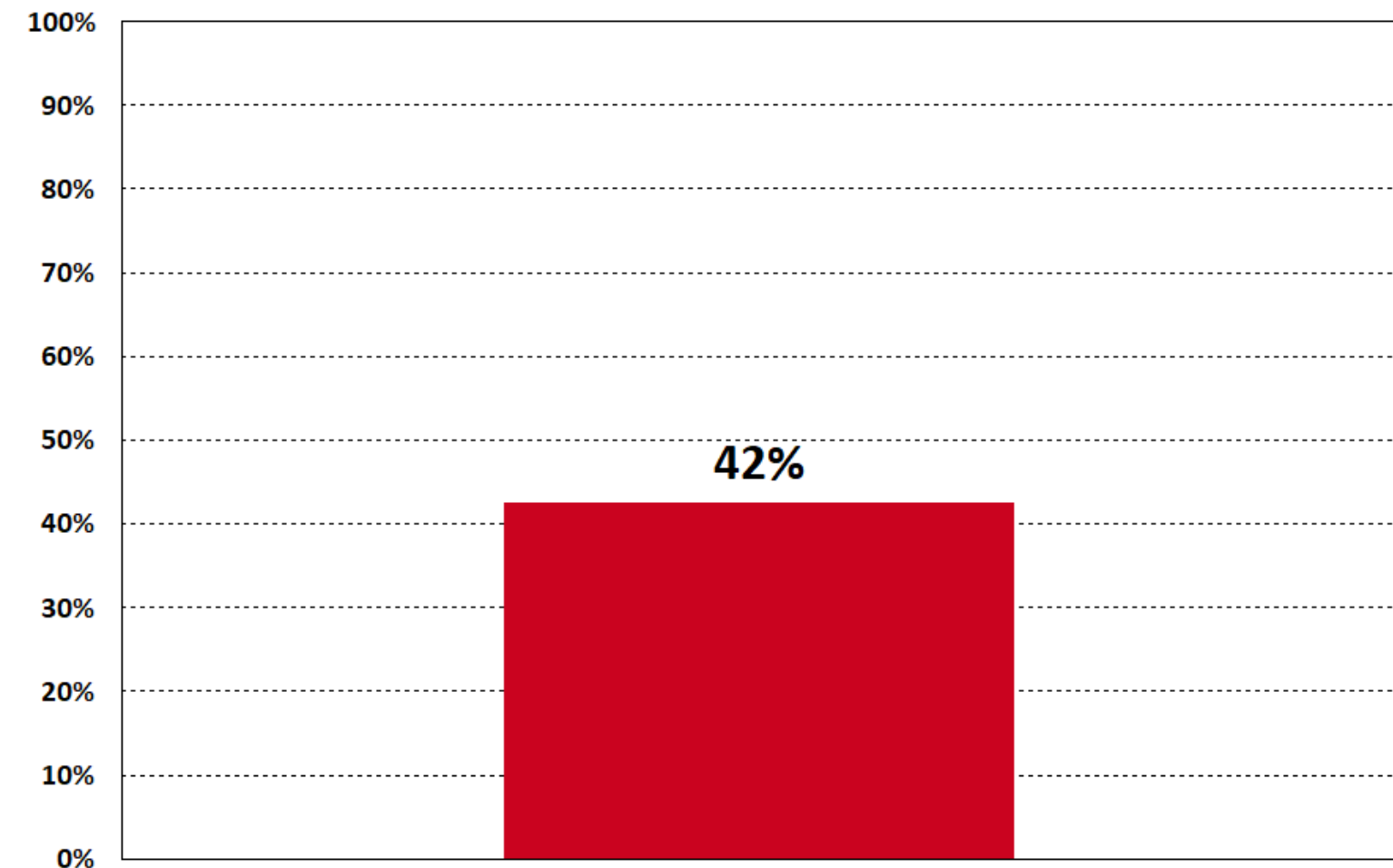
- 73% of rail customers feel the community should consider increasing funding to improve service.
- 42% of rail customers feel RTA manages financial resources appropriately

### Transit Investment



The community should consider increasing funding in order to improve service

### Resource Management



RTA manages their financial resources appropriately



# Customer Service

*Rail Train Service*

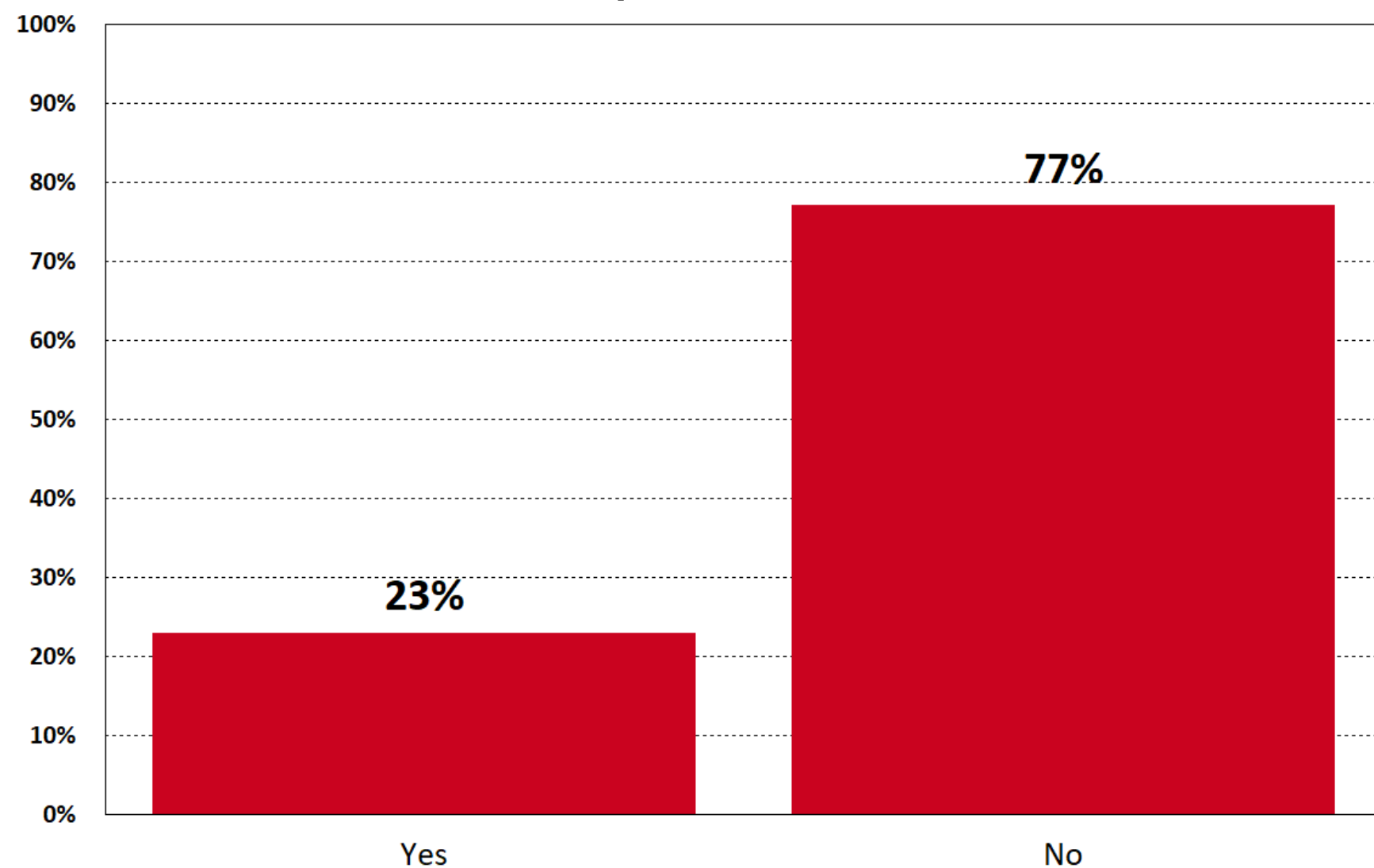


# Communications with Customer Service

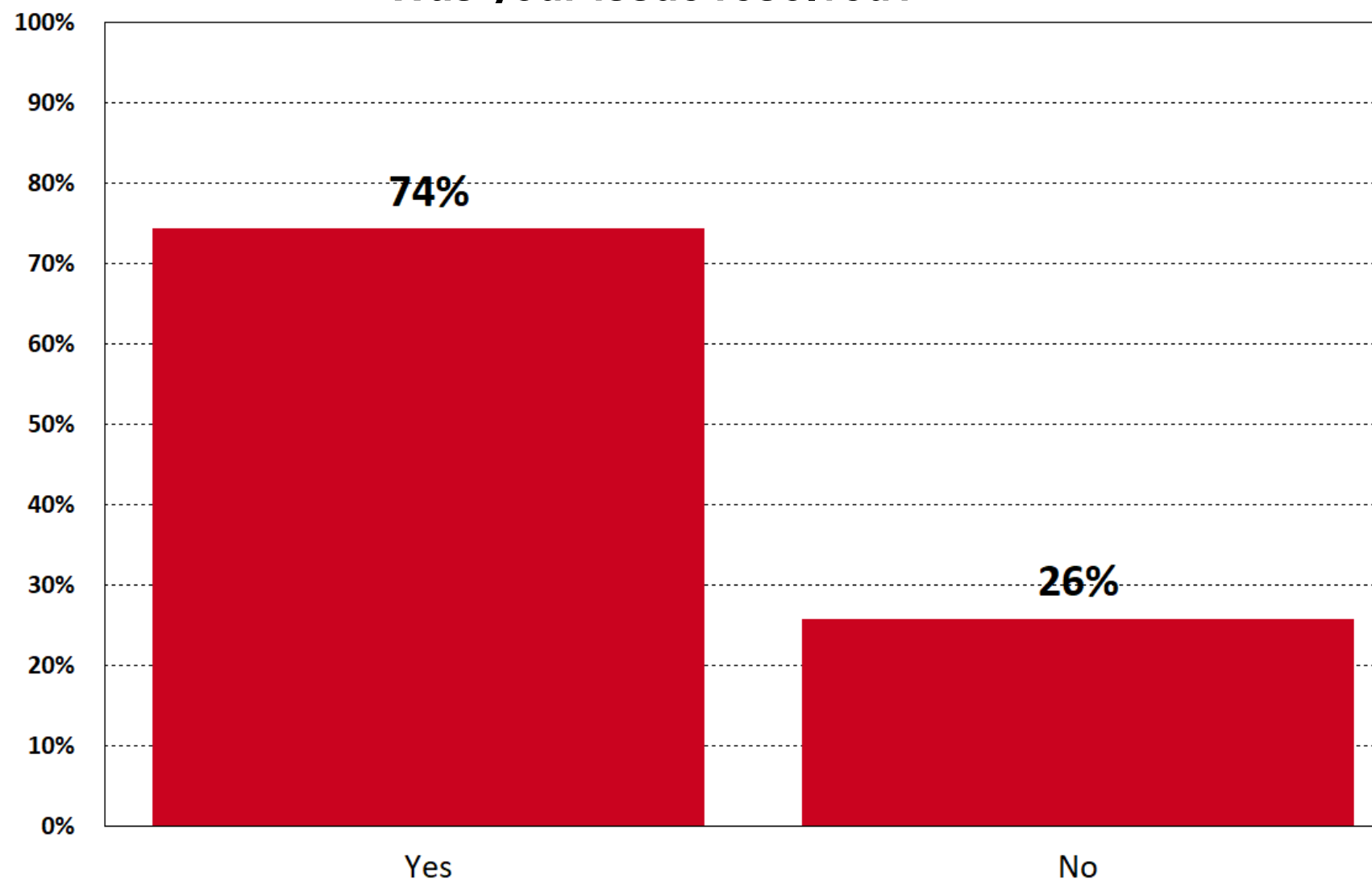


- 23% of rail Customers have contacted RTA in the last 3 months.
- Of the rail Customers who have contacted RTA, 74% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?

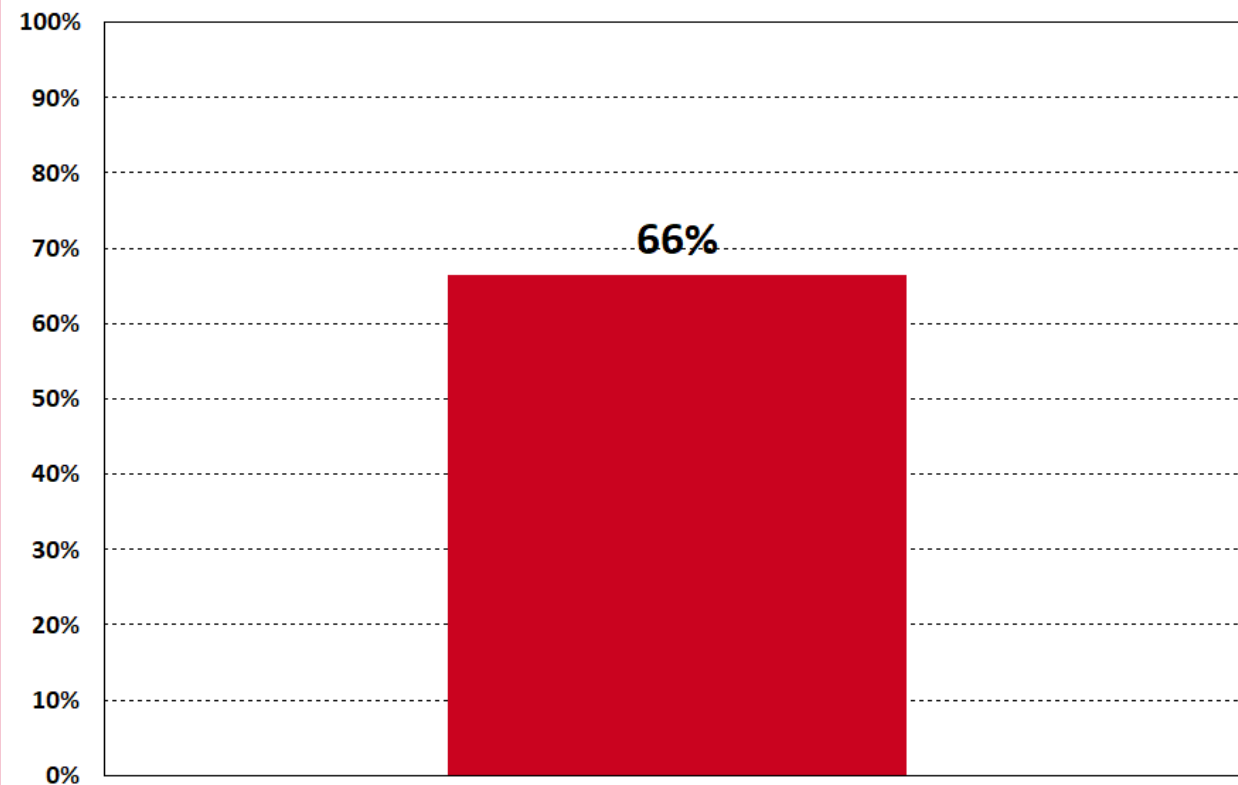




# Overall Communications

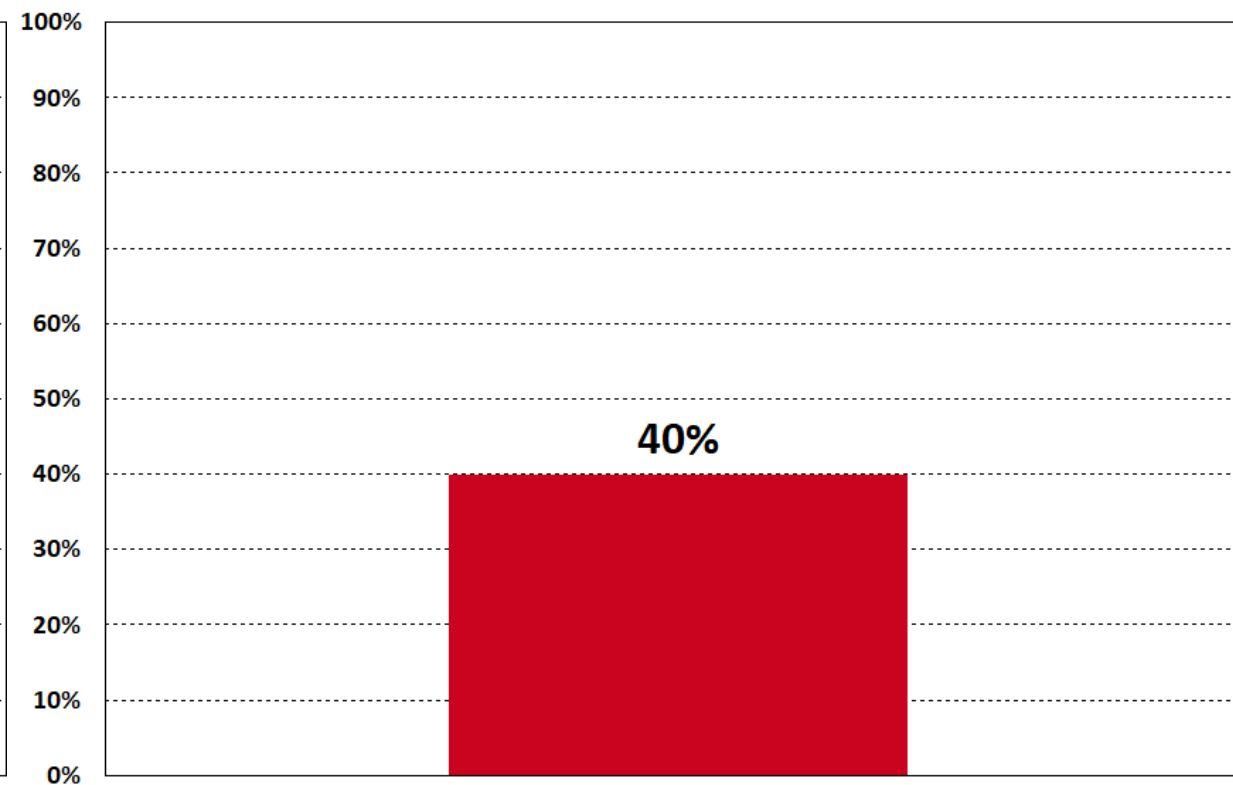
- 50% of rail customers are satisfied with the overall quality of RTA communications material.
- 40% of rail customers agree RTA Customer Service calls are answered promptly, and 66% agree that customer service representatives are helpful and courteous.

### Customer Service Courtesy



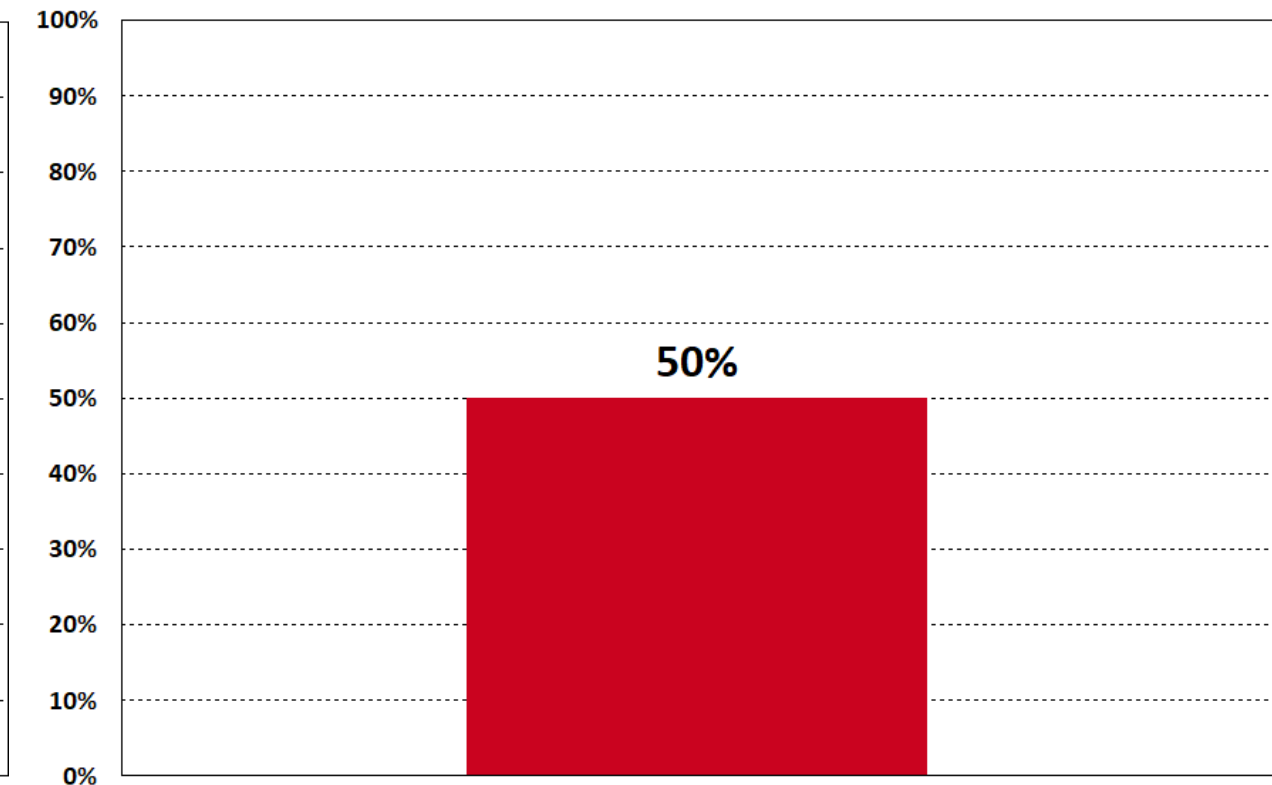
Customer Service Representatives are helpful & courteous

### Contacting Customer Service



When contacting RTA Customer Service by phone, my calls are answered promptly

### Overall Communications Material



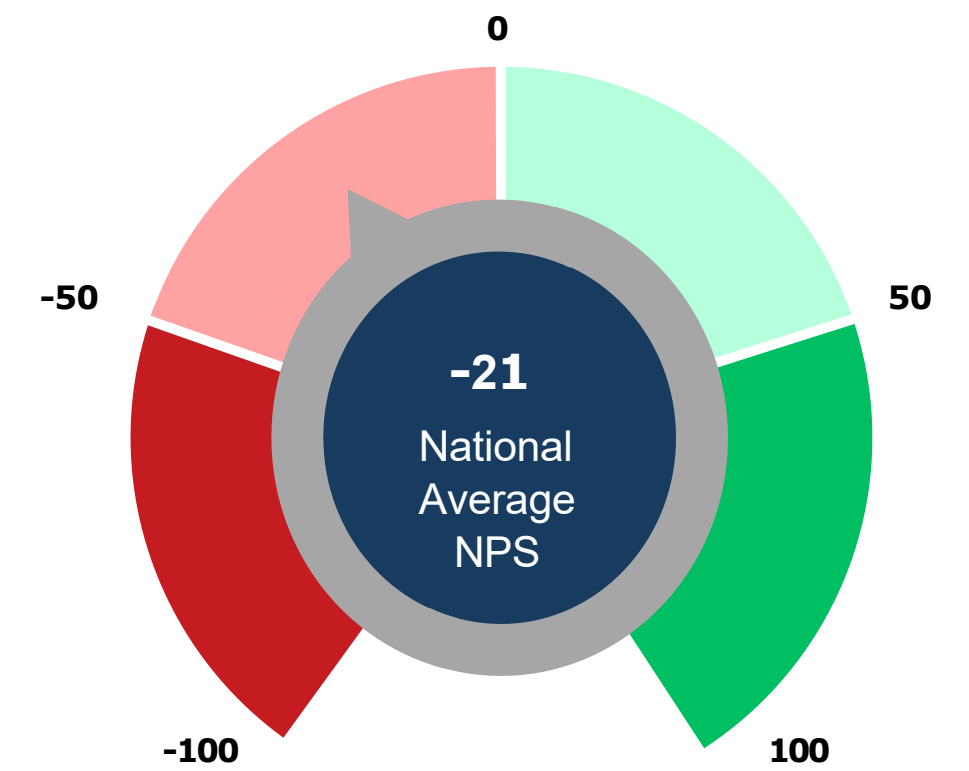
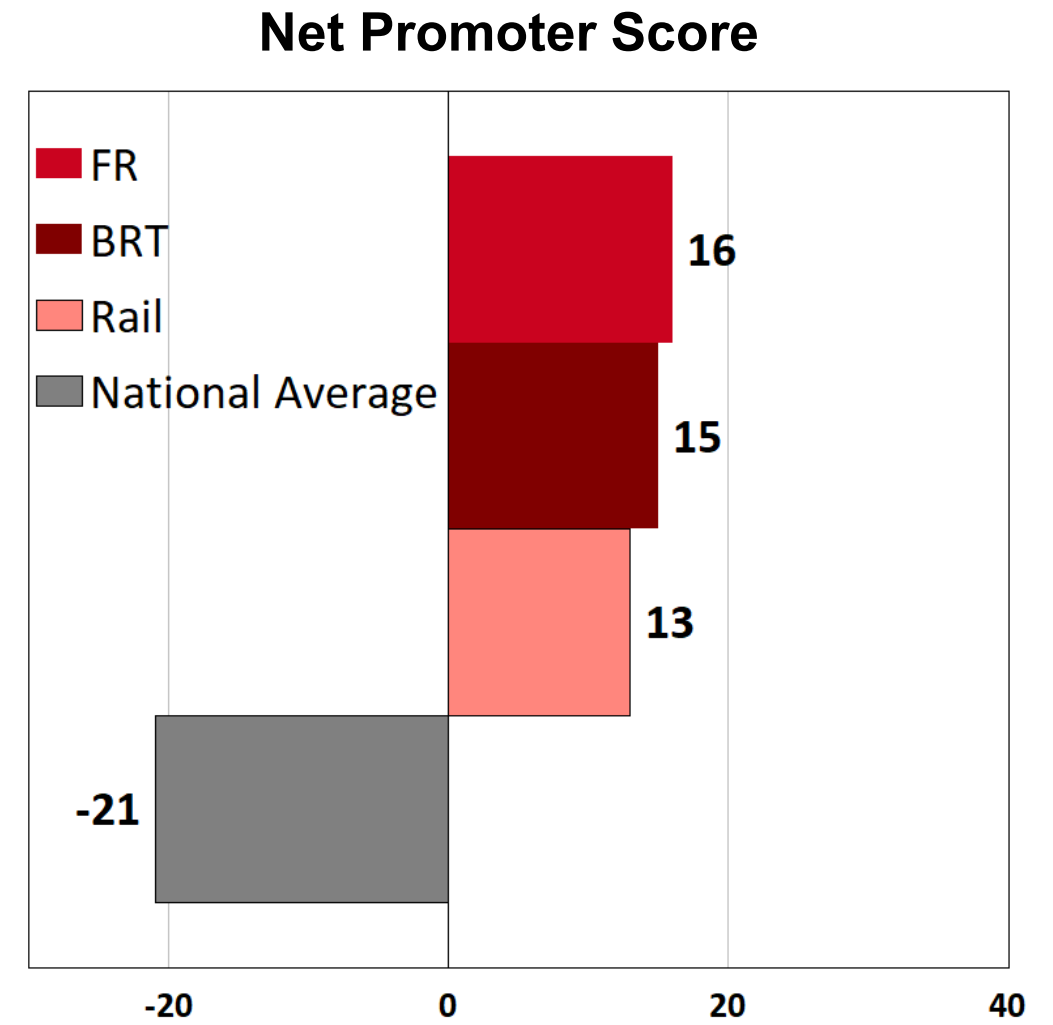
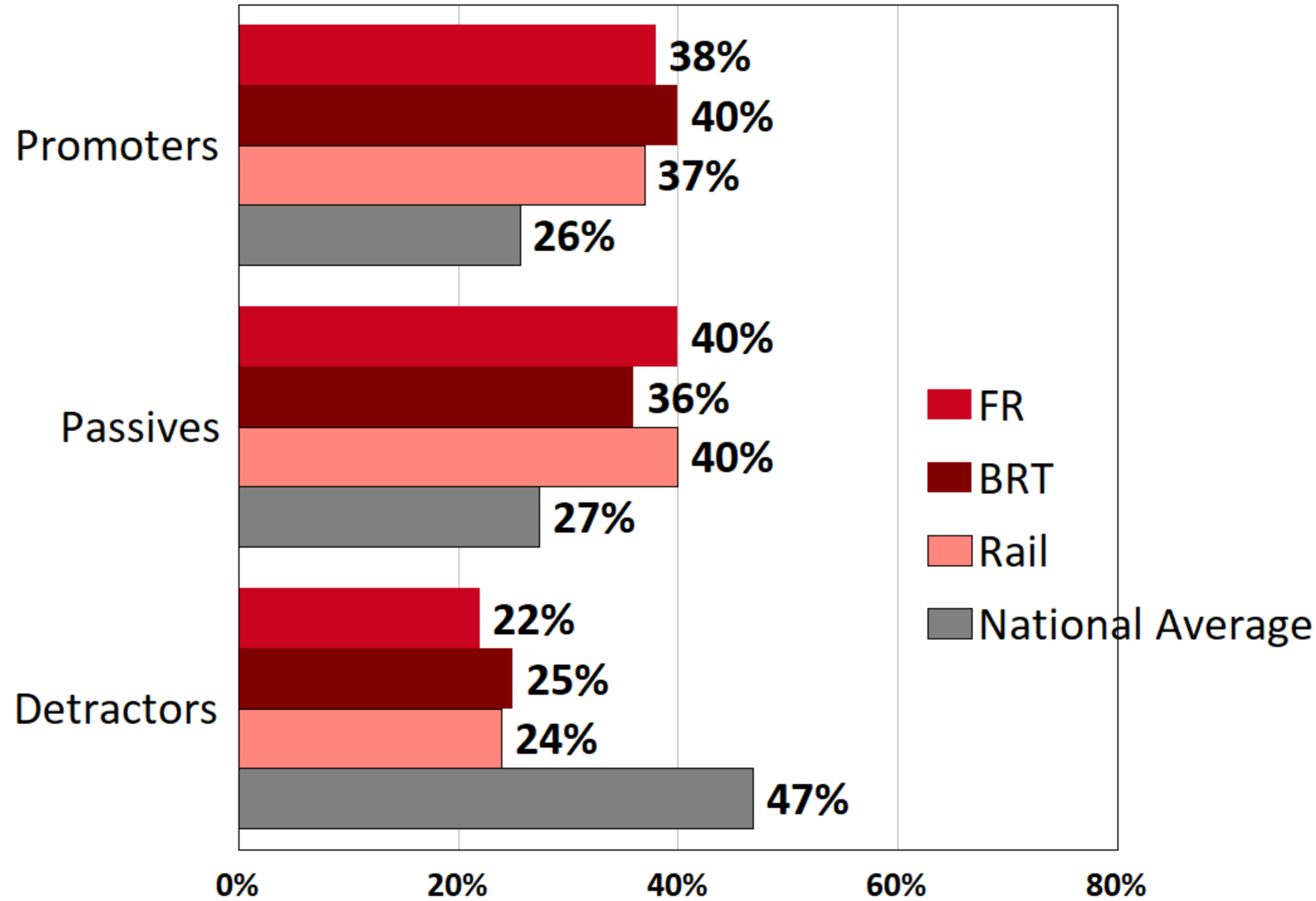
How satisfied are you with the overall quality of RTA communications material?

# Rider Benchmarks



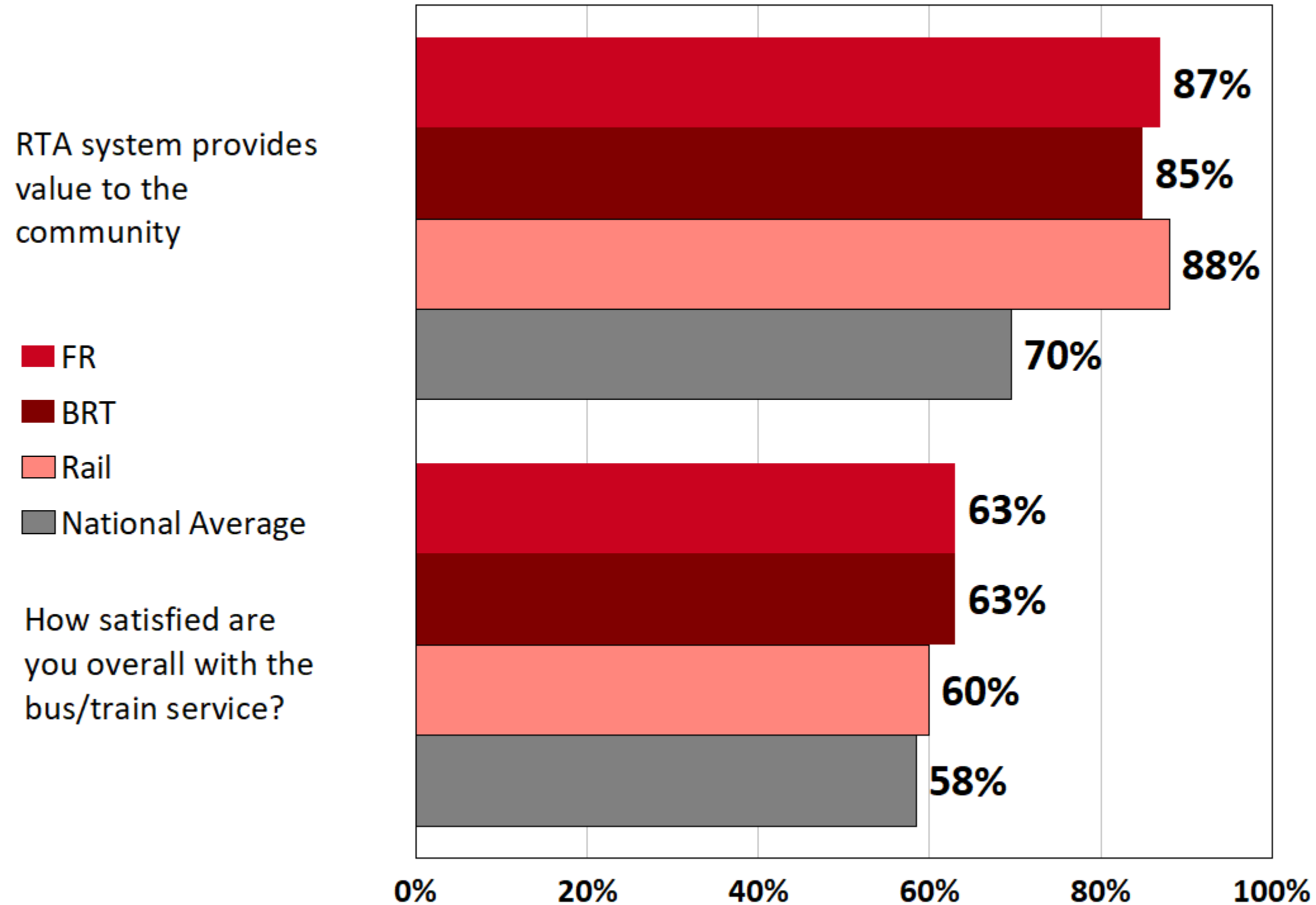
# Net Promoter Score (NPS)

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



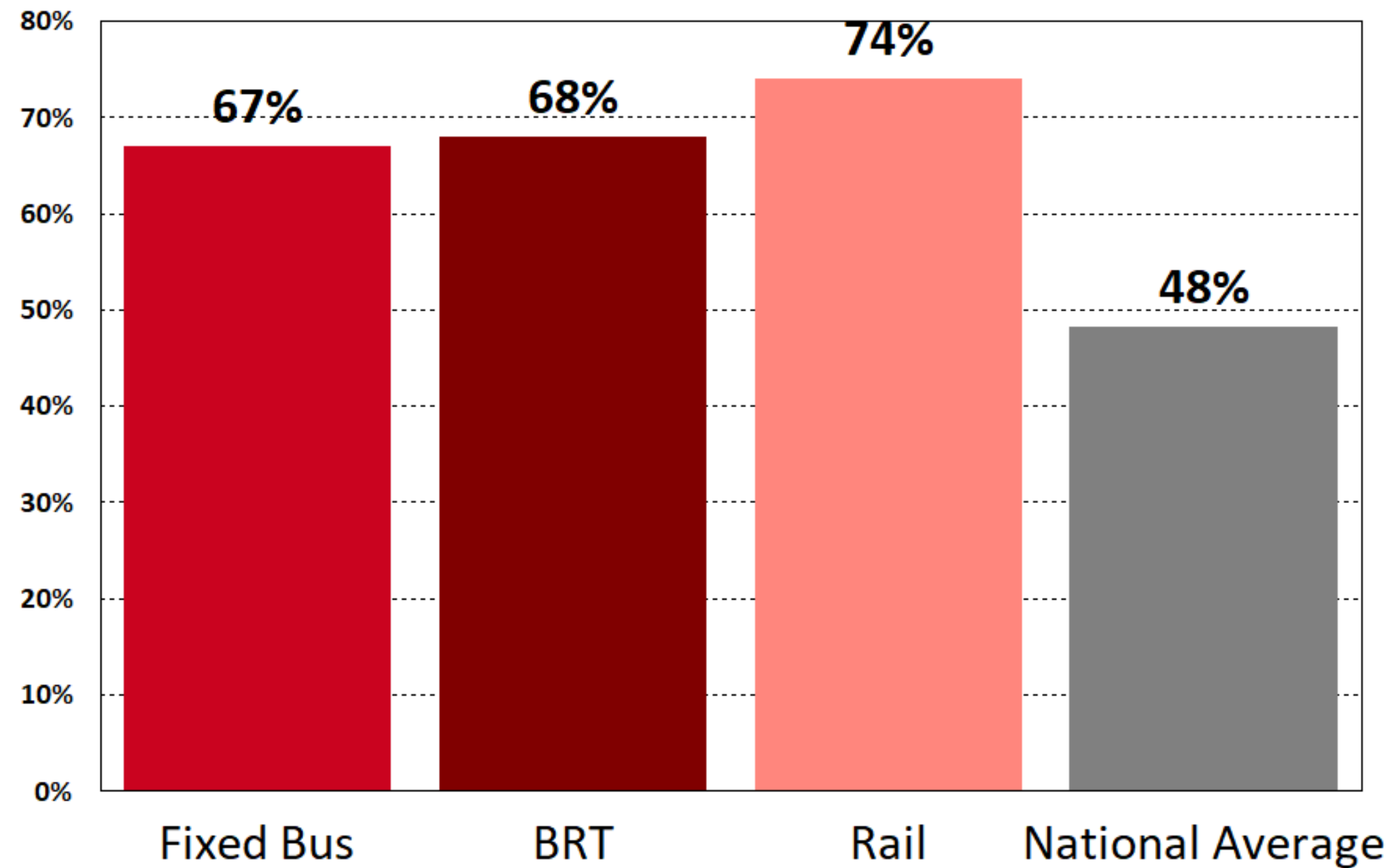
# Satisfaction and Community Value

Overall Satisfaction | Community Value



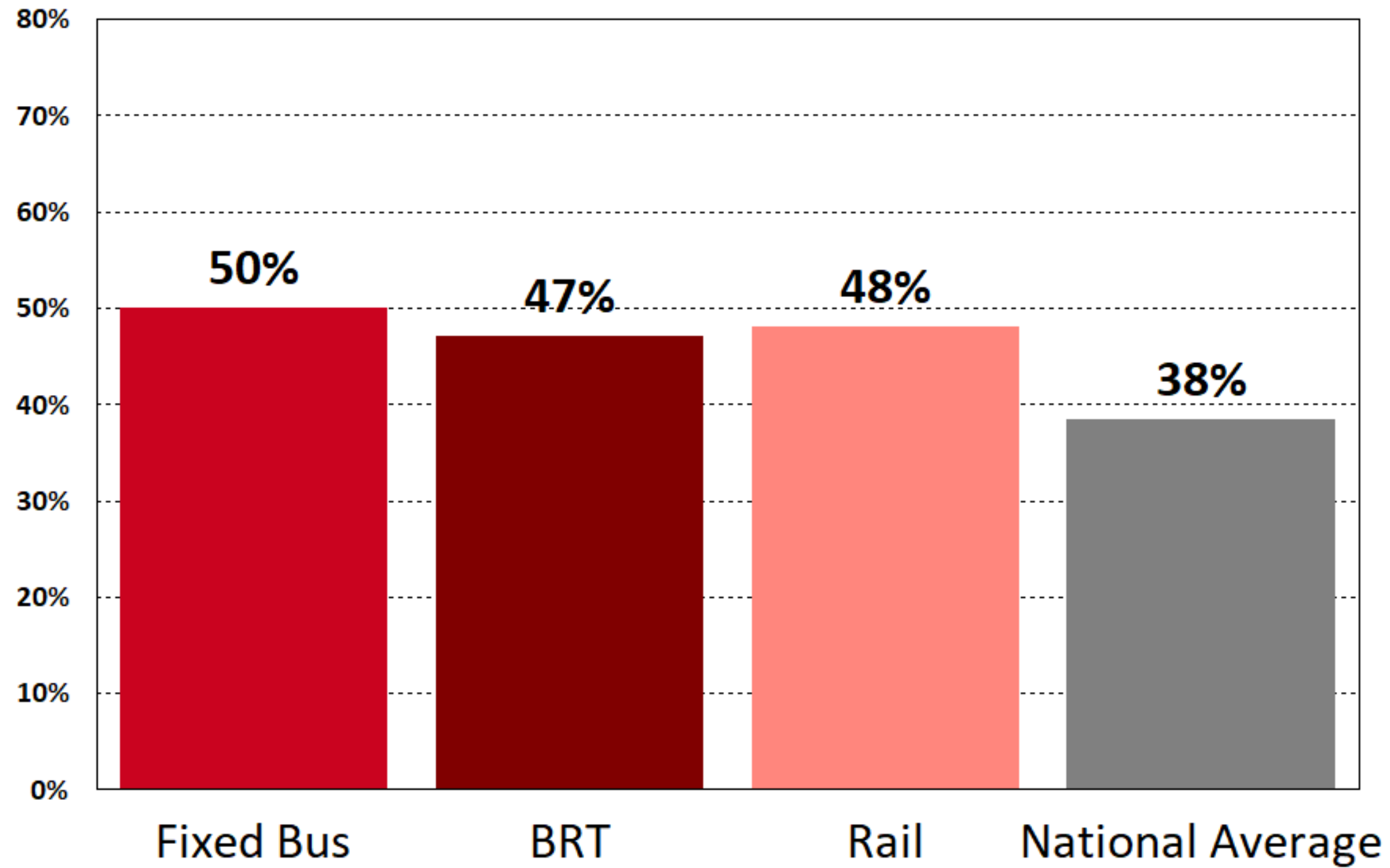
# On-Time Performance

Bus/Train usually runs on time



# Cleanliness

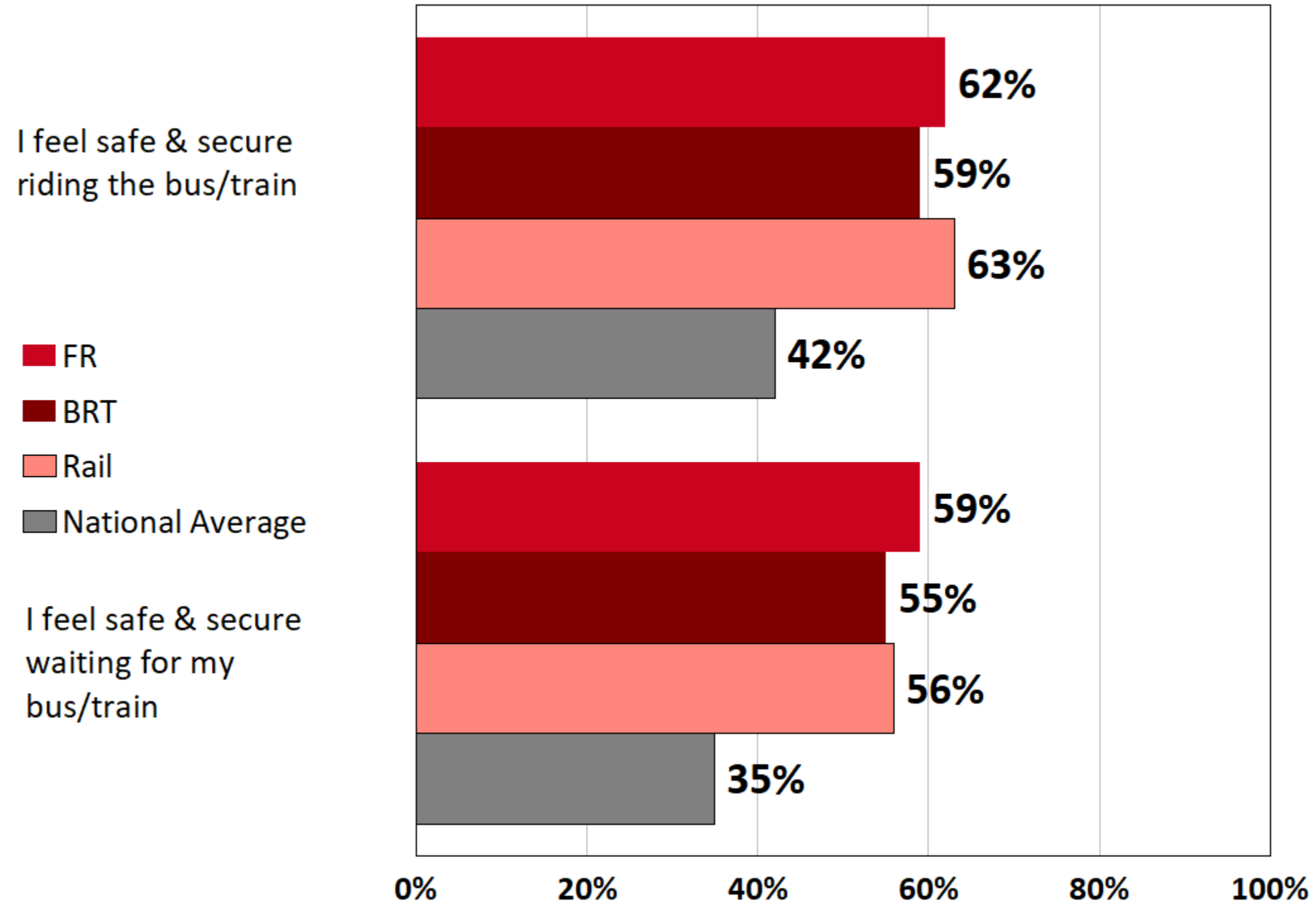
Cleanliness of Buses/Trains





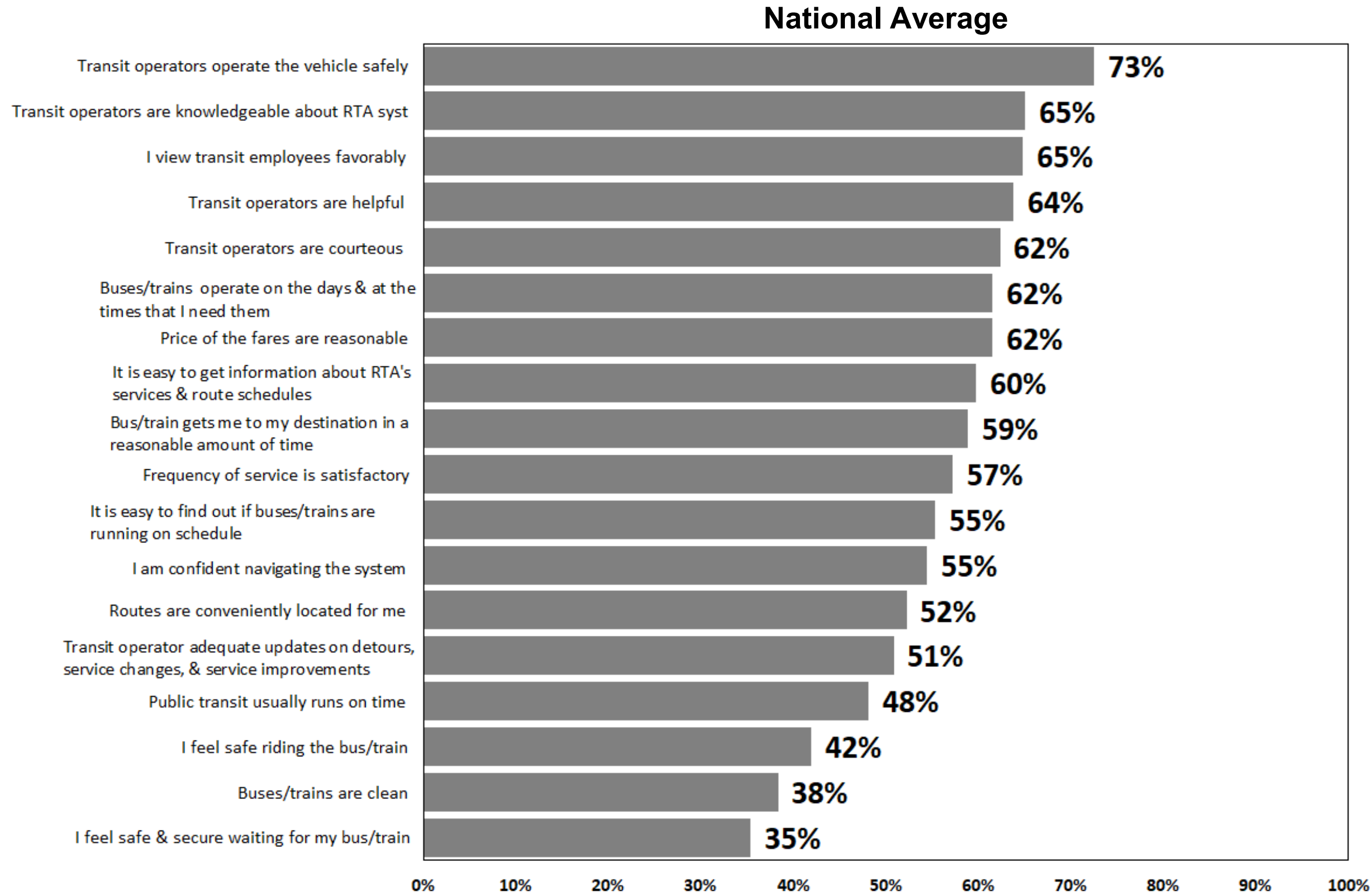
# Safety

### Bus/Train Safety





# Level of Agreement - National Average

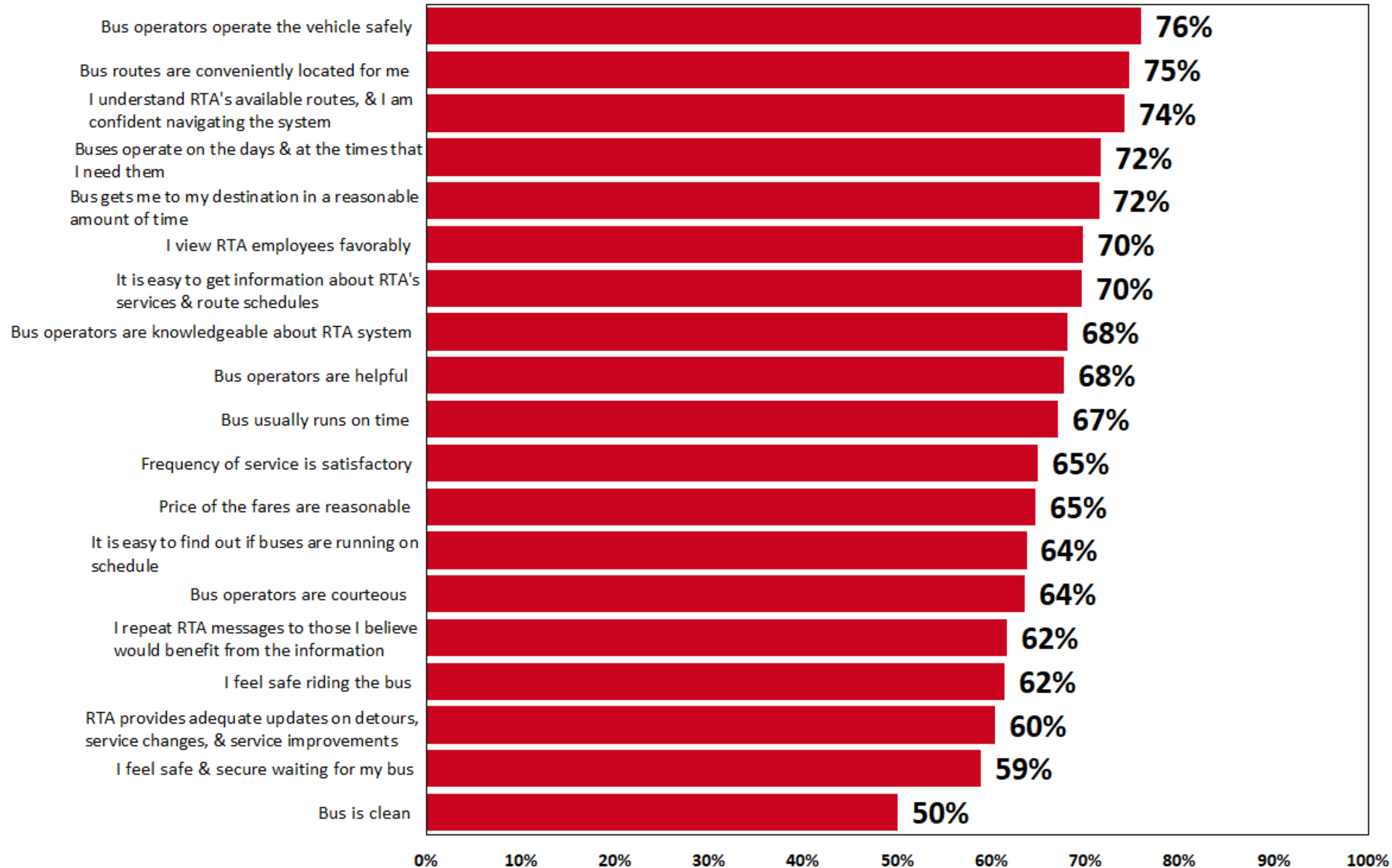




# Level of Agreement – Fixed Bus



## Fixed Route Bus

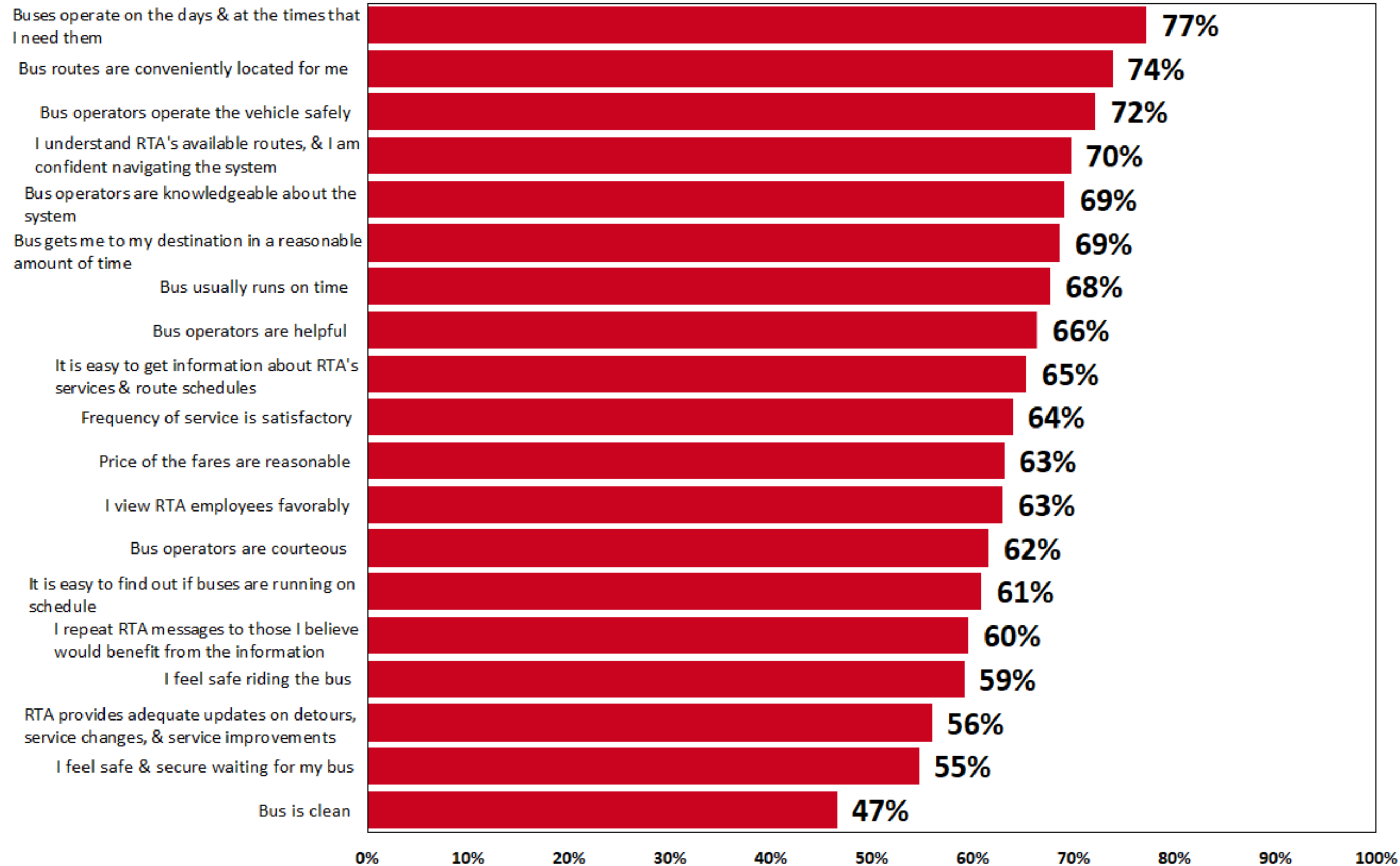




# Level of Agreement - BRT



## BRT

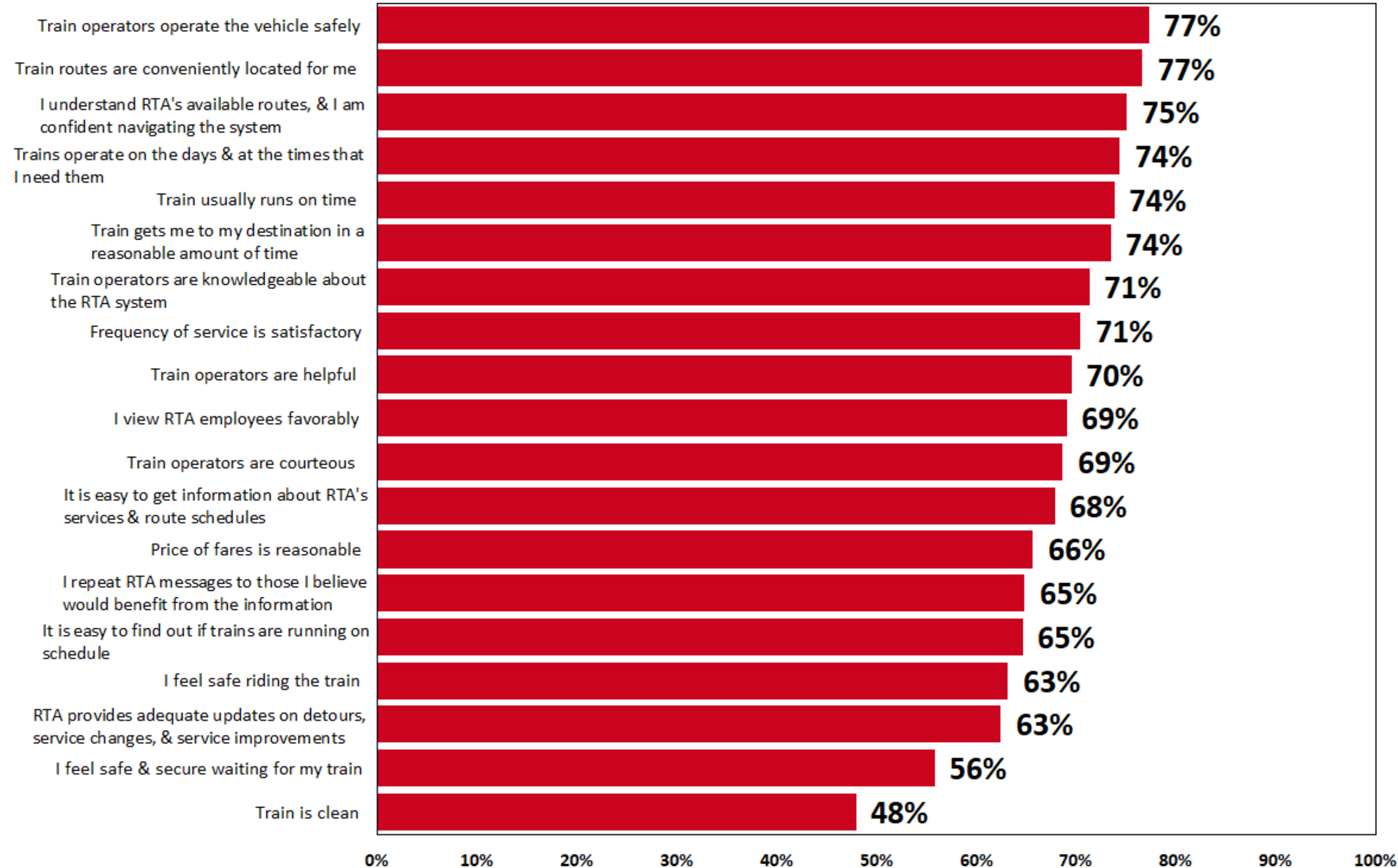




# Level of Agreement



## Rail

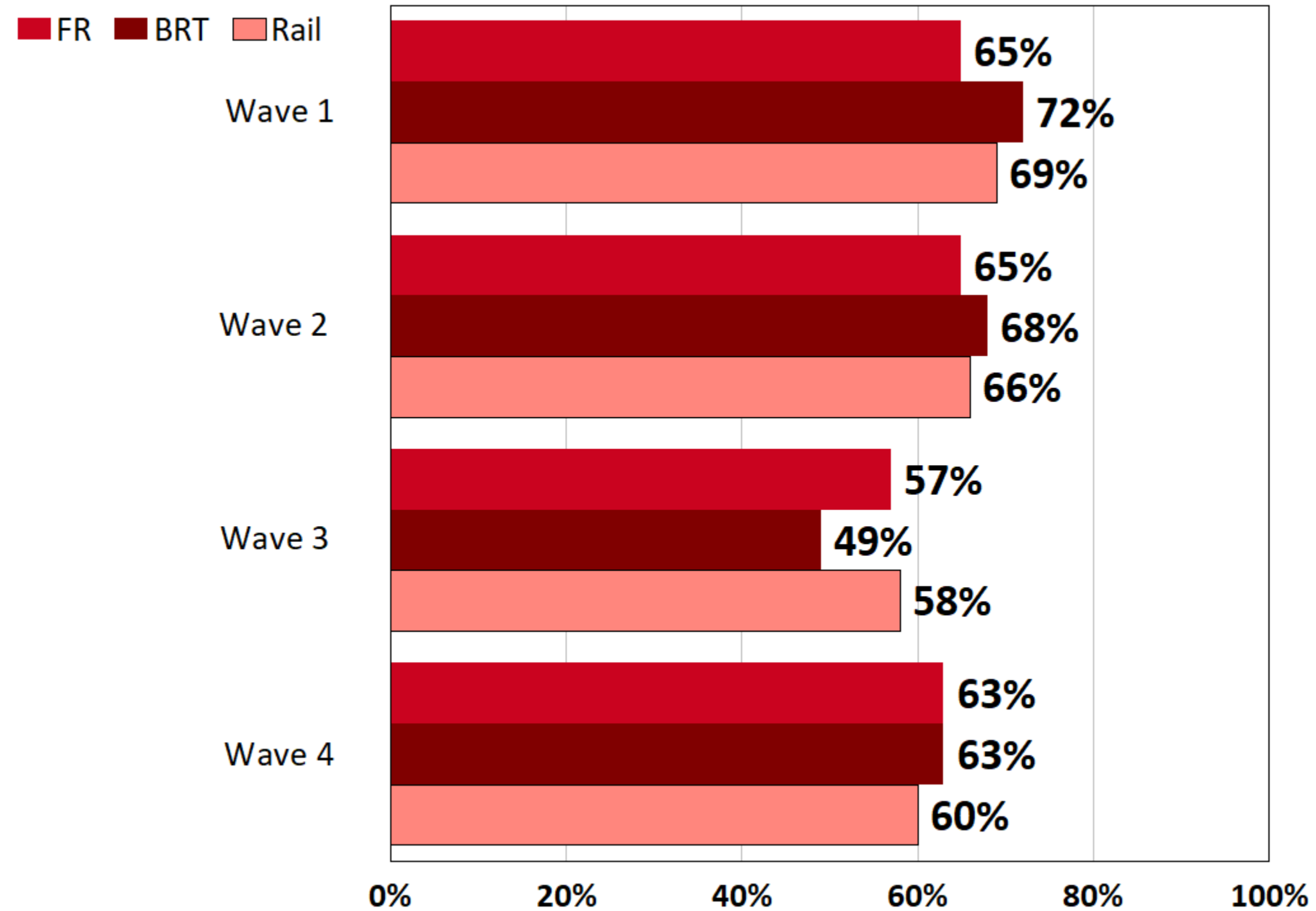


# Trends



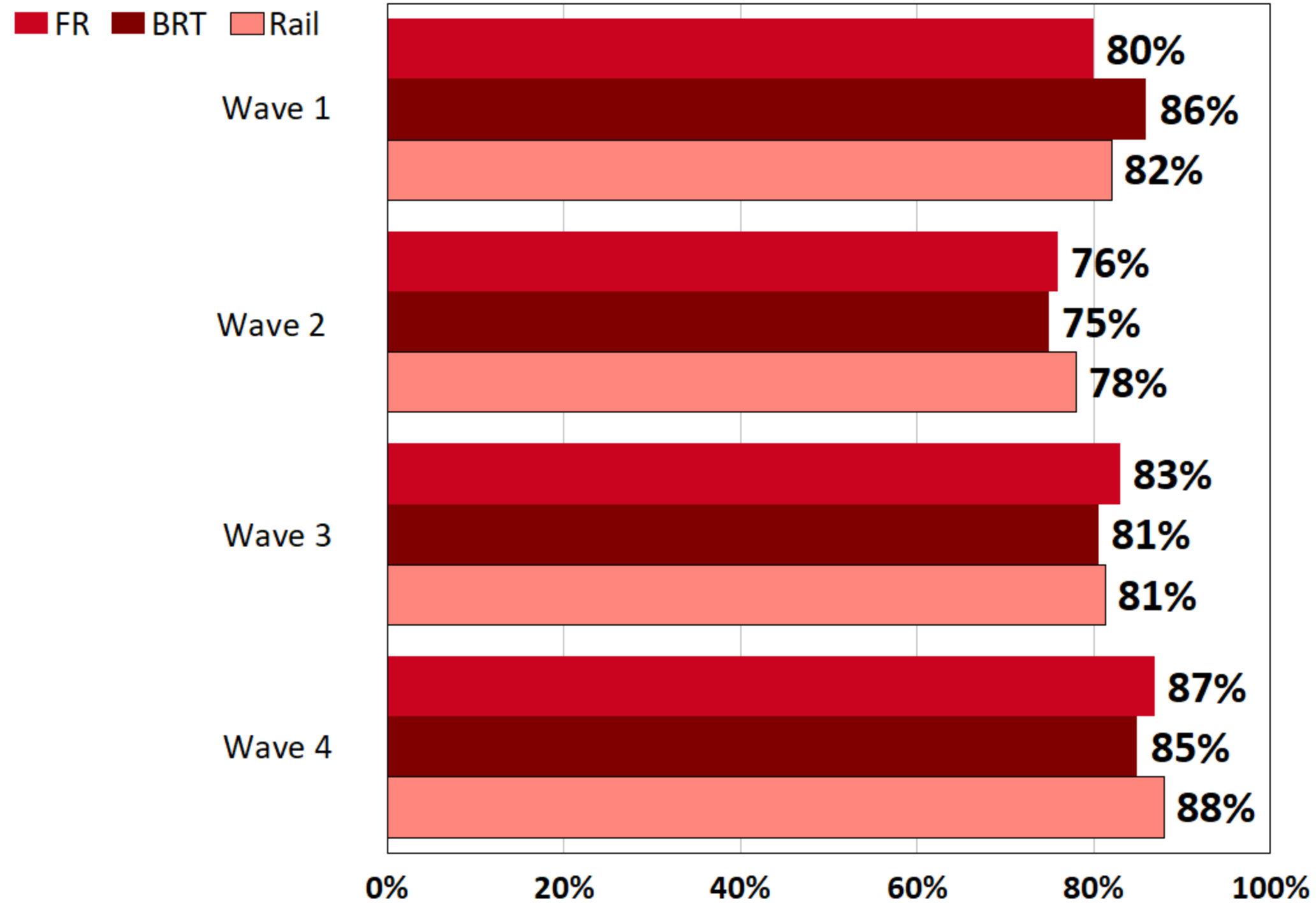
# Satisfaction

How satisfied are you with the overall bus/train service?



# Community Value

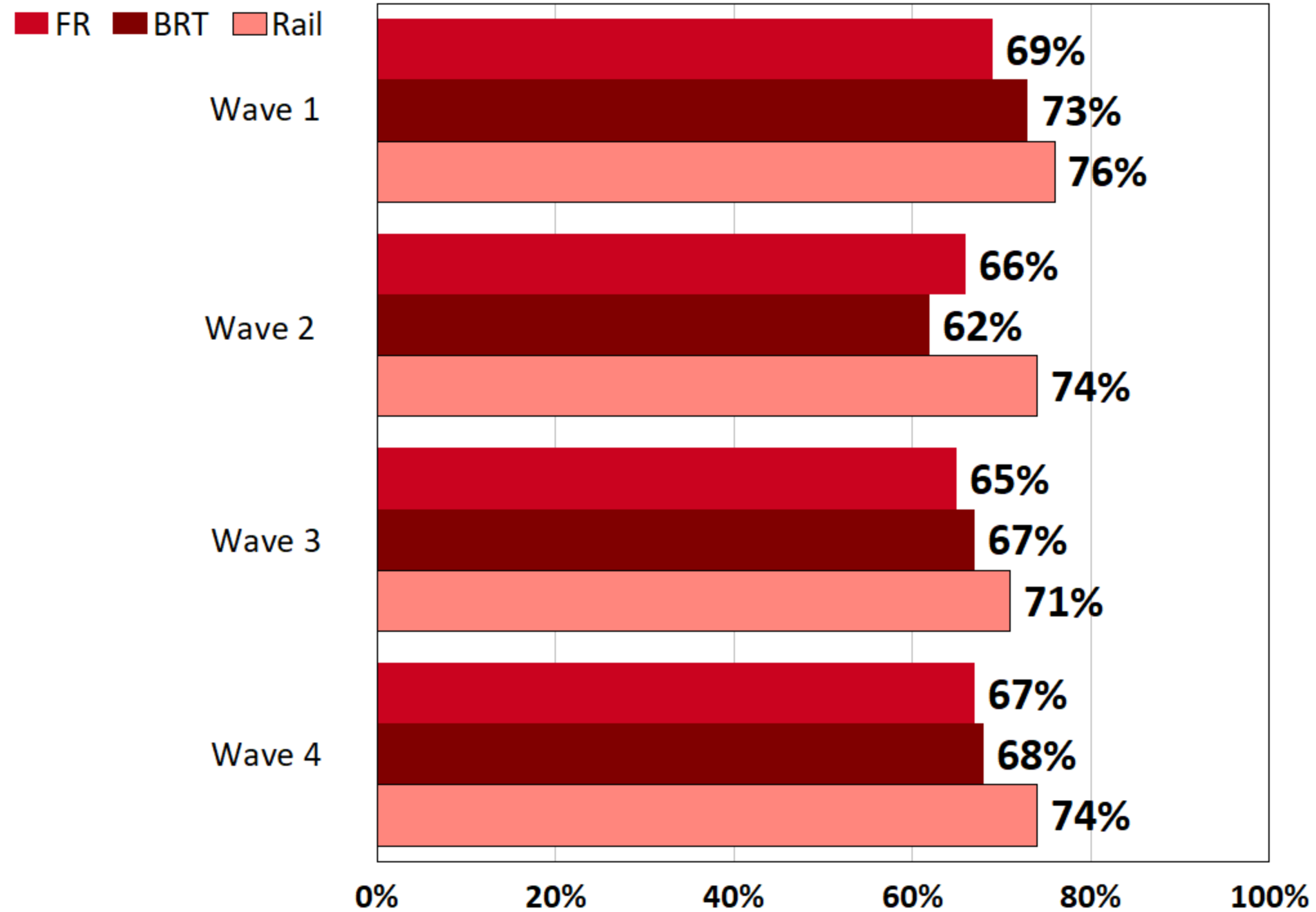
RTA system provides value to the community





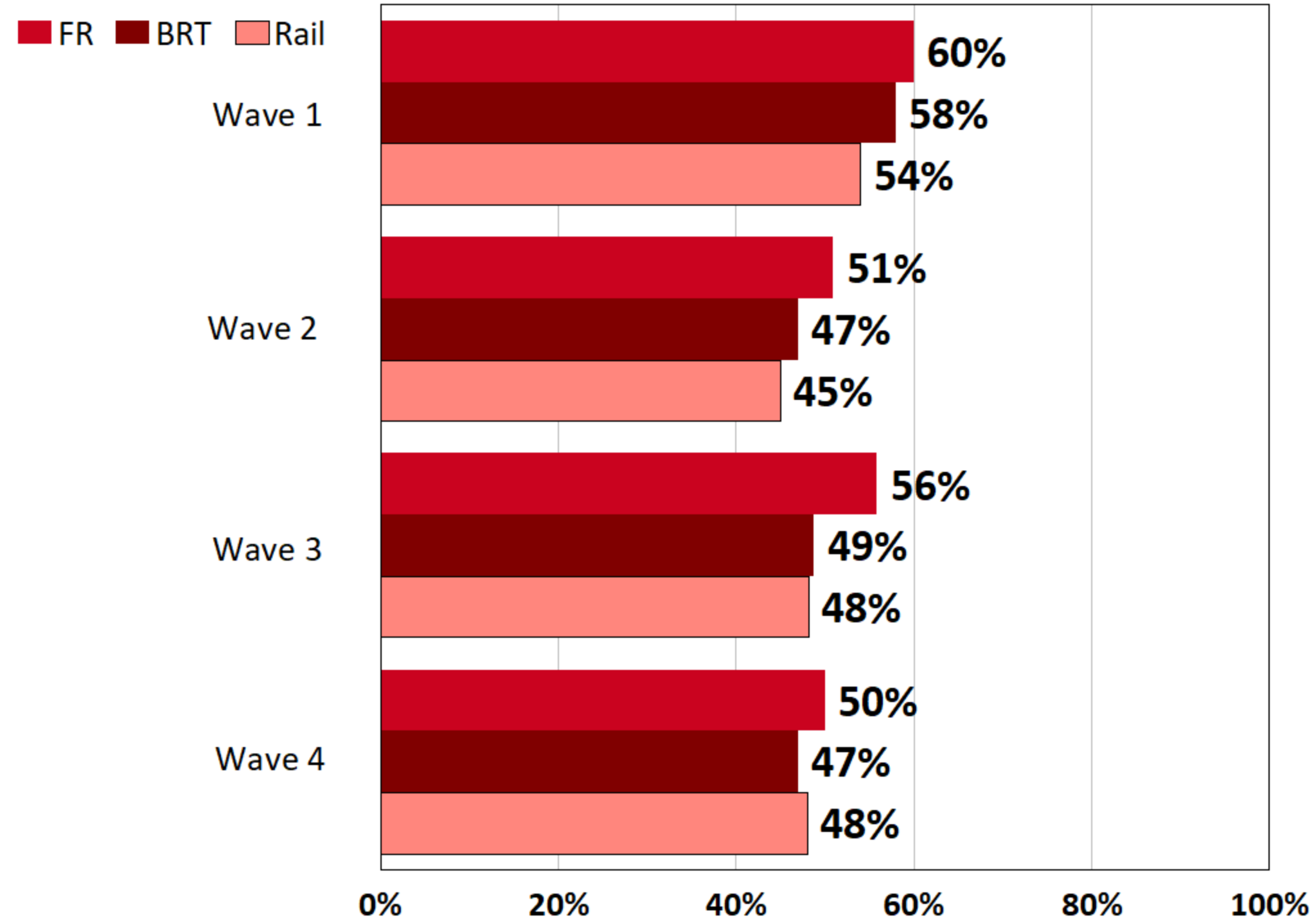
# On-Time Performance

The bus/train usually runs on time



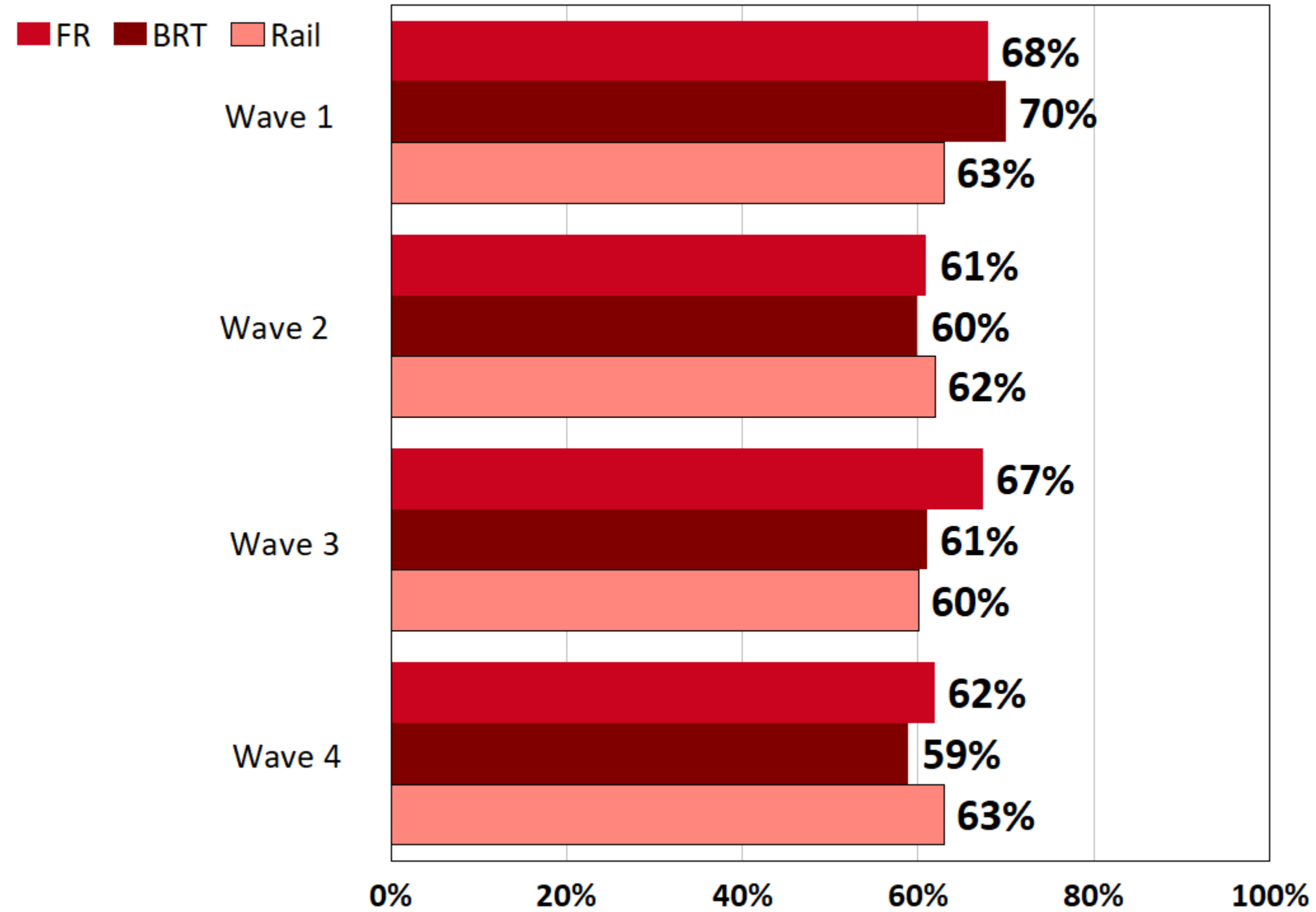
# Cleanliness

Cleanliness of buses/trains



# Safety

### Bus/Train Safety



# Paratransit





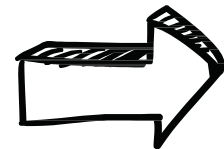
# Paratransit Results Overview

**3 out of 4** customers who contacted RTA had their issues resolved

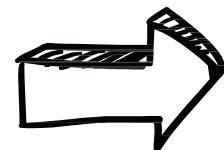
**79%** of customers would recommend riding RTA paratransit

**88%** are satisfied with the overall performance of RTA's customer service staff.

## Customers MOST OFTEN agree...



I feel safe when boarding a vehicle (97%)



I can schedule for the time and date I need (97%)

## Top Most Important Elements of Paratransit service to customers

1. On-time performance
2. Safety while riding
3. Resolving complaints
4. Fare price

# Customer Characteristics

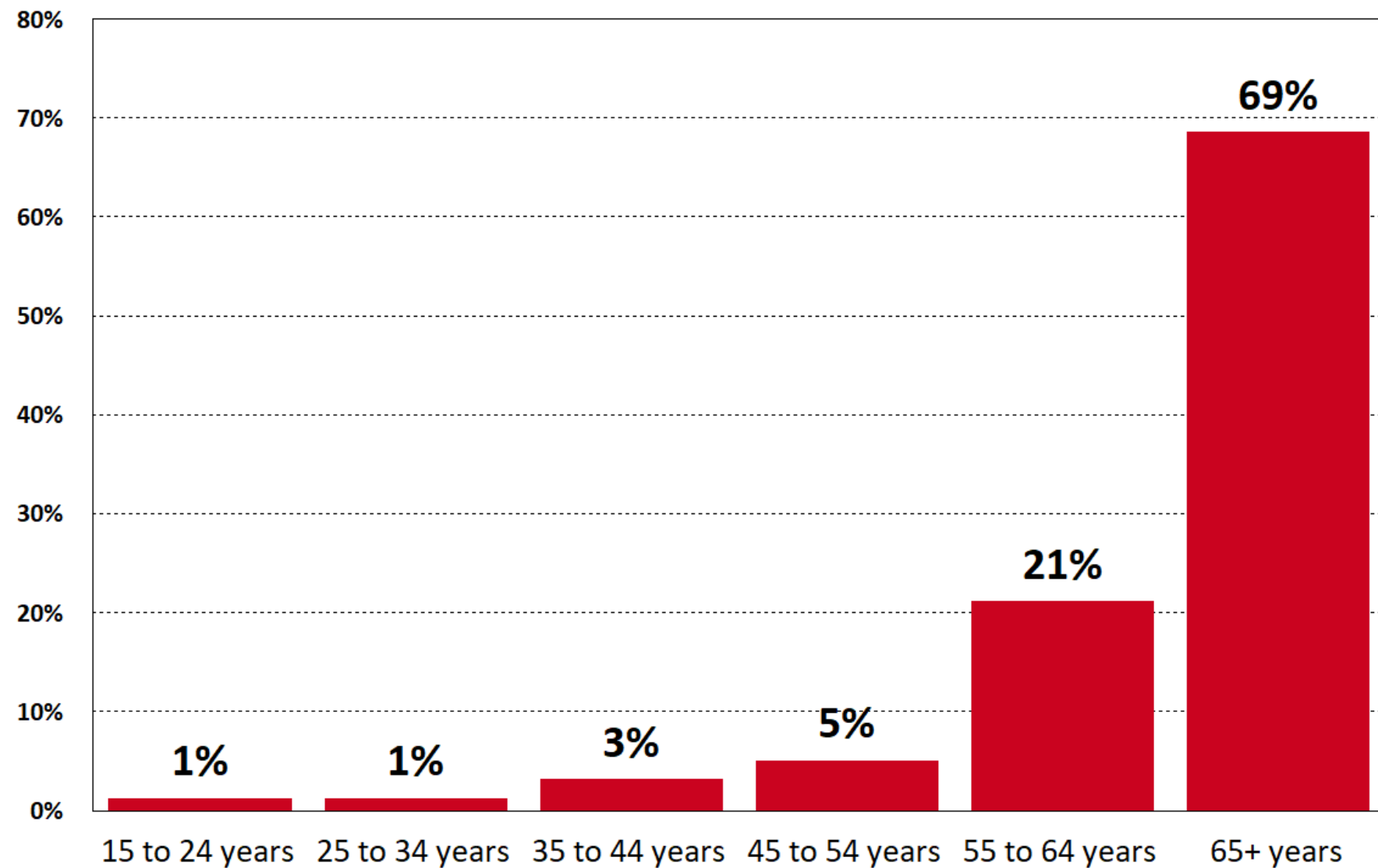
*Paratransit Service*



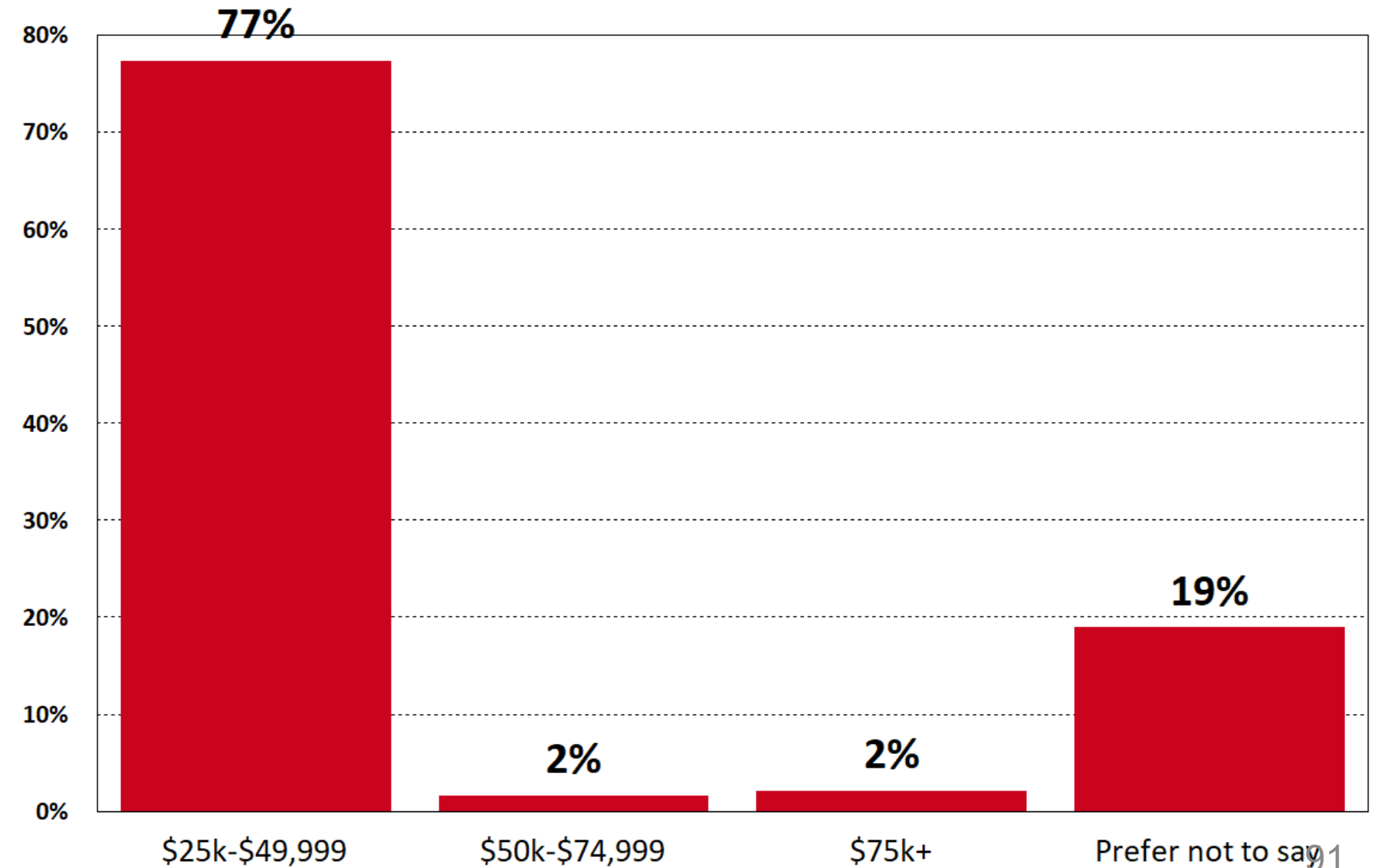
# Customer Characteristics

- 69% of Paratransit customers are 65+ years old
- 77% of respondents make less than \$50,000

What is your age?



What category best describes your total annual household income?

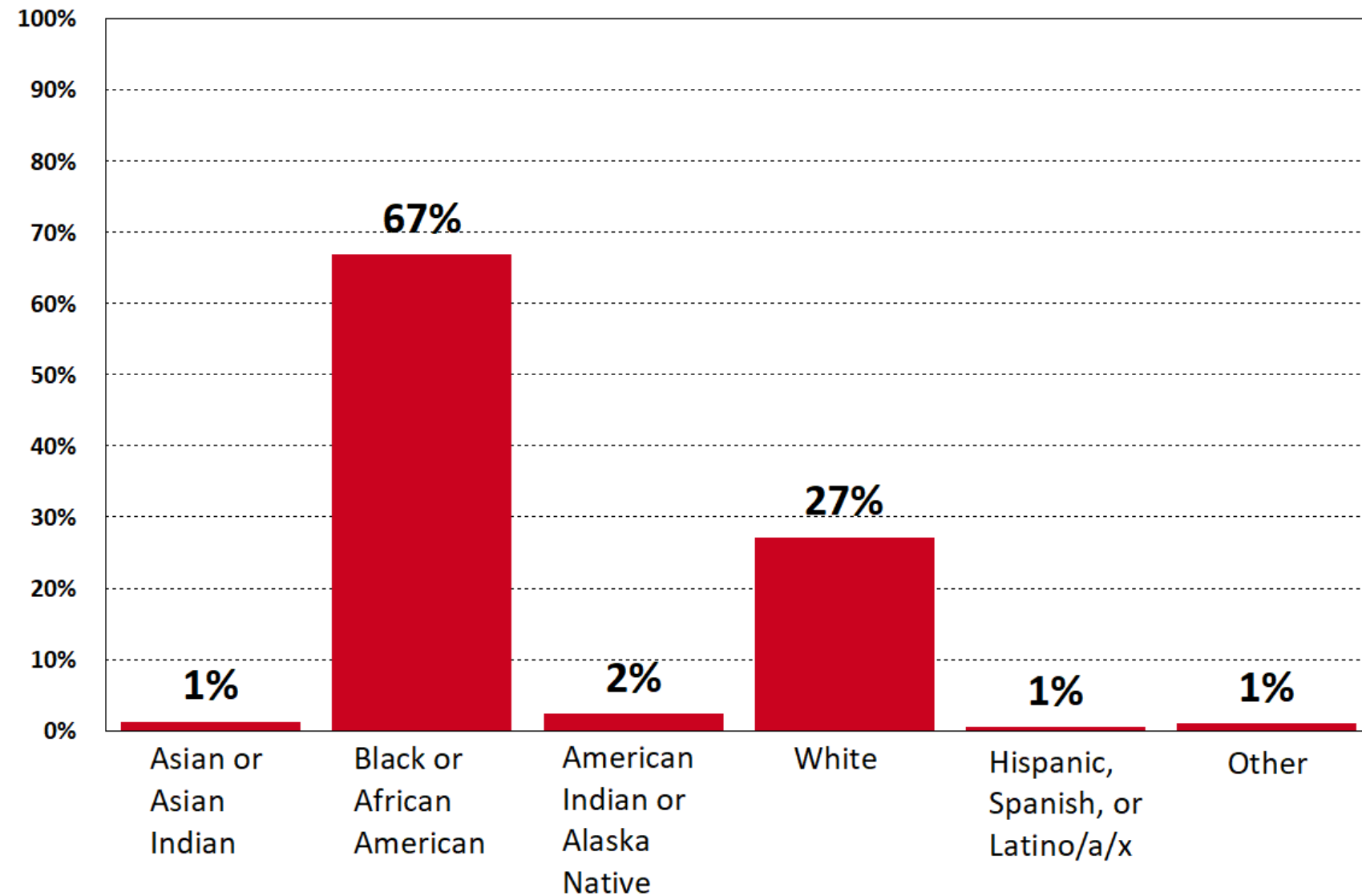




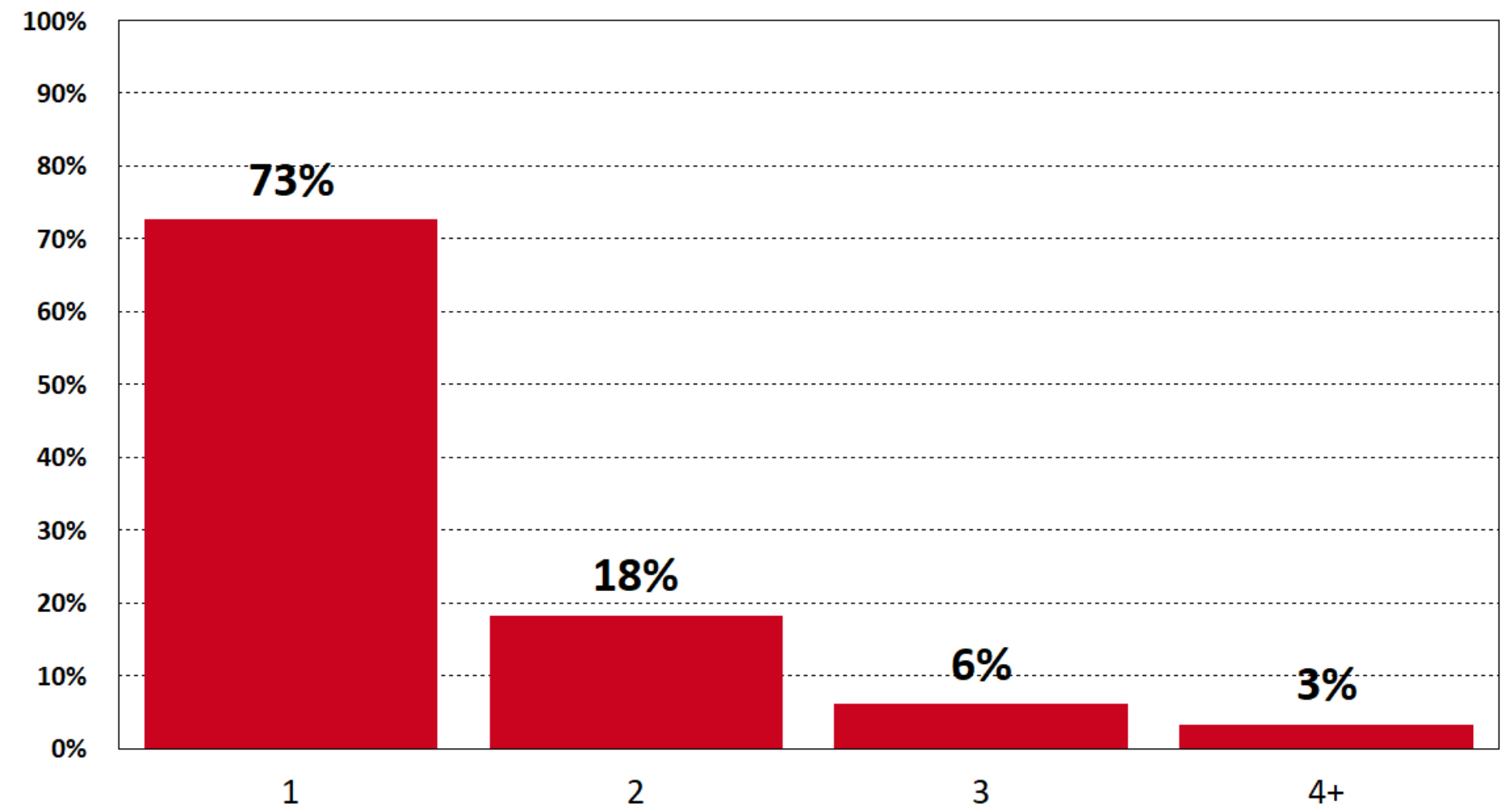
# Customer Characteristics

- 67% of Paratransit customers are Black/African American, and 73% live alone

What is your race/ethnicity?



Including yourself, how many people live in your household?



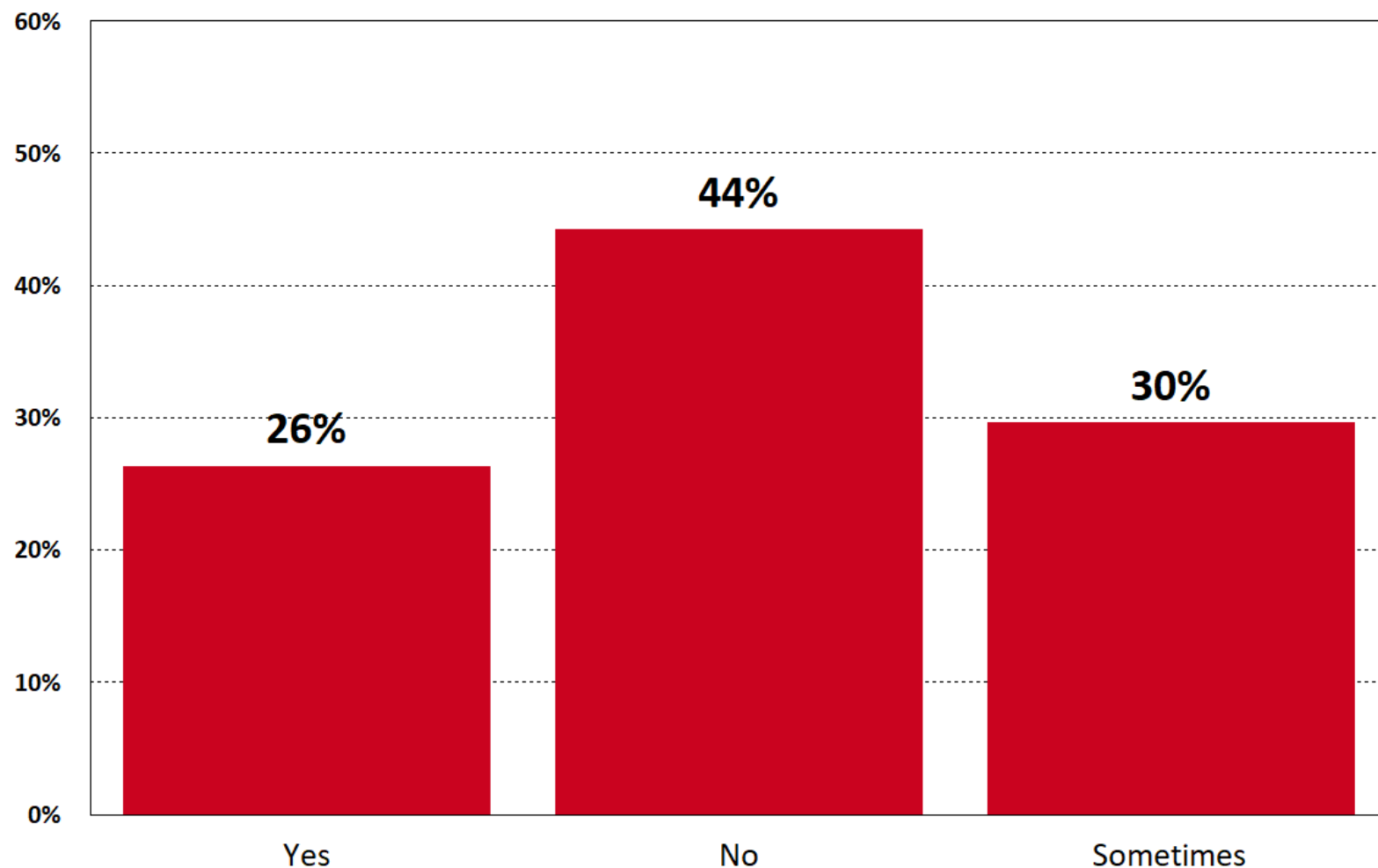




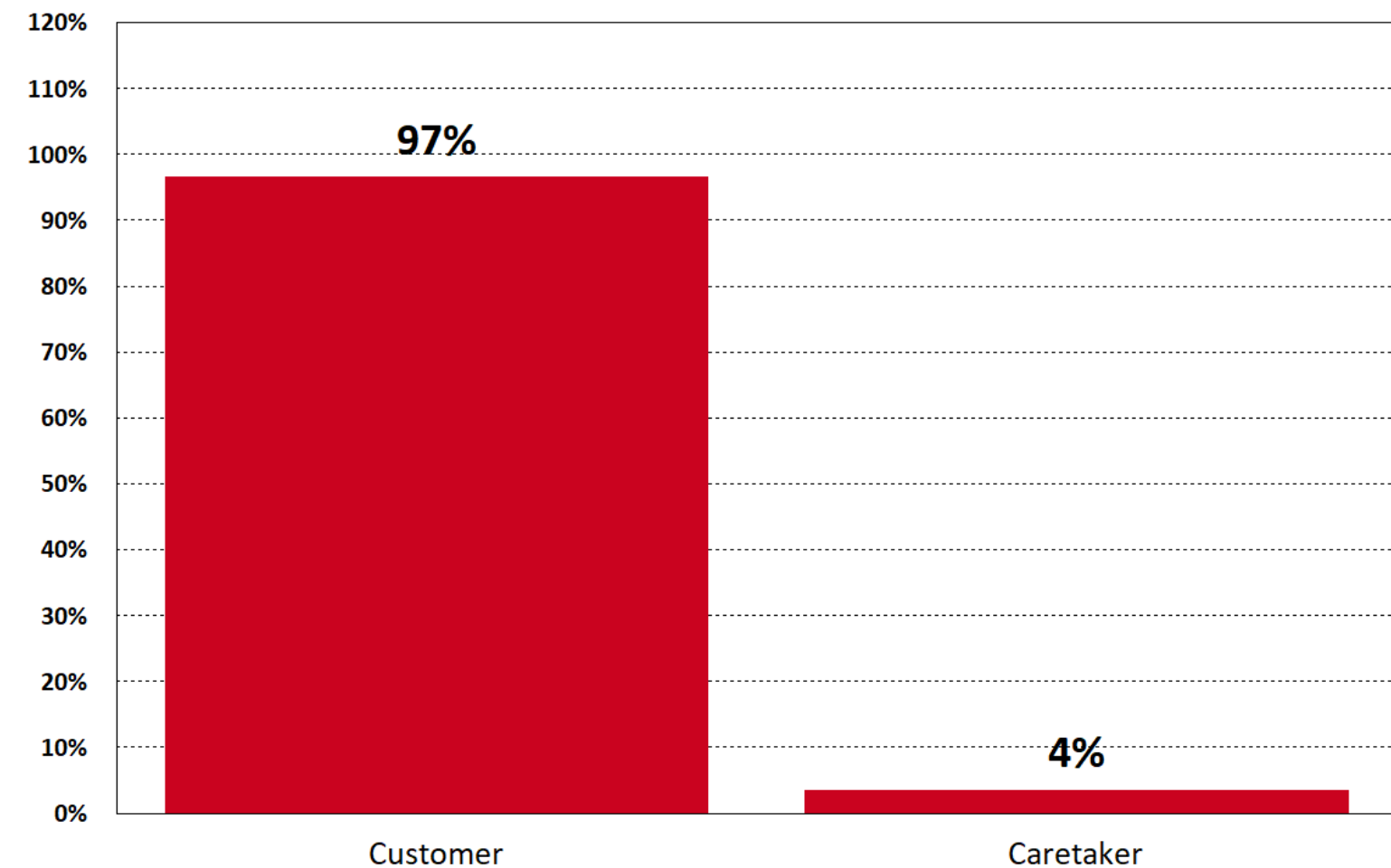
# Customer Characteristics

- 26% of Paratransit customers always require a PCA and 30% sometimes do.

Do you require a Personal Care Assistant (PCA) to travel with you?



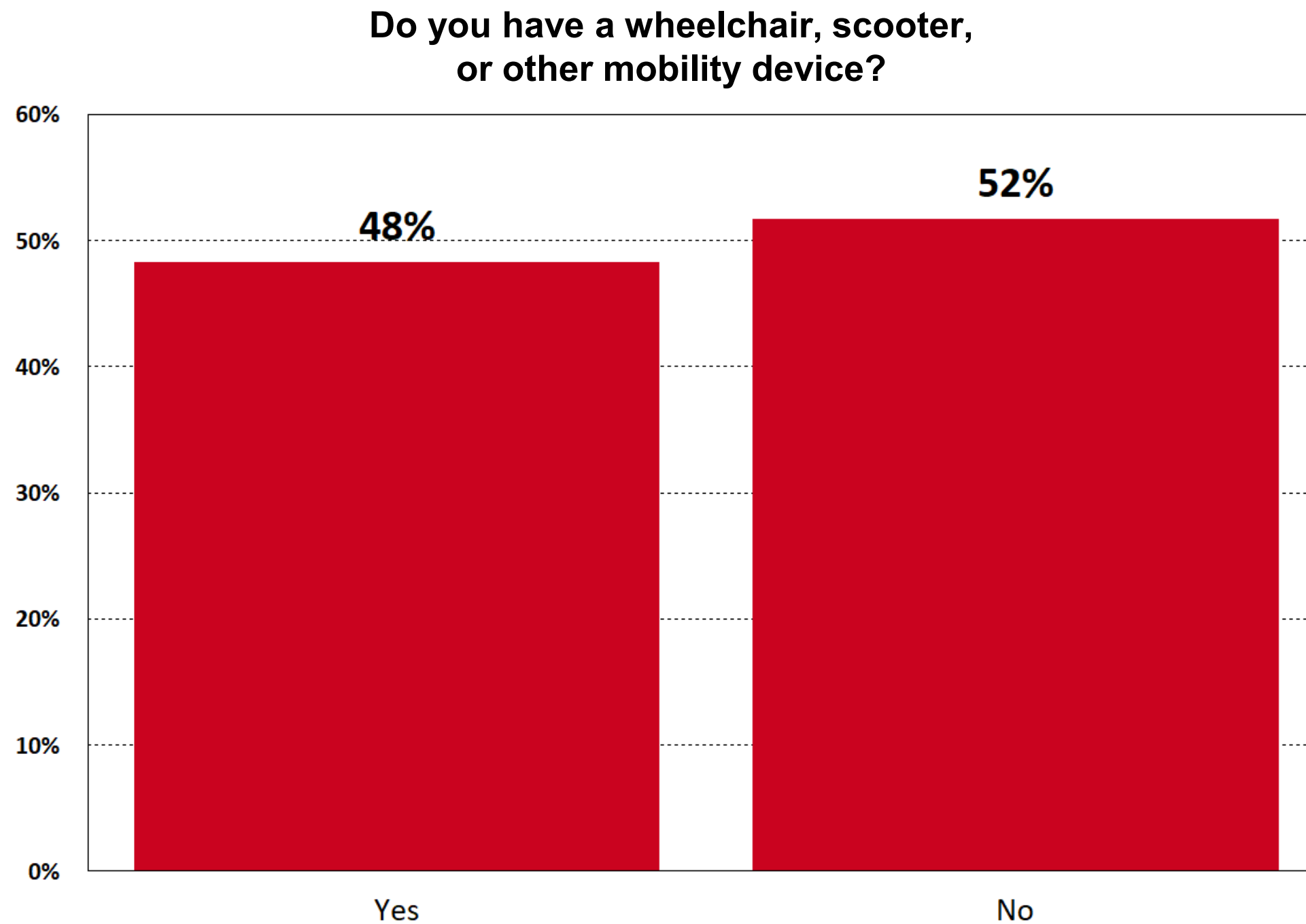
Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?





# Customer Characteristics

- Almost half (48%) of Paratransit customers have a mobility device

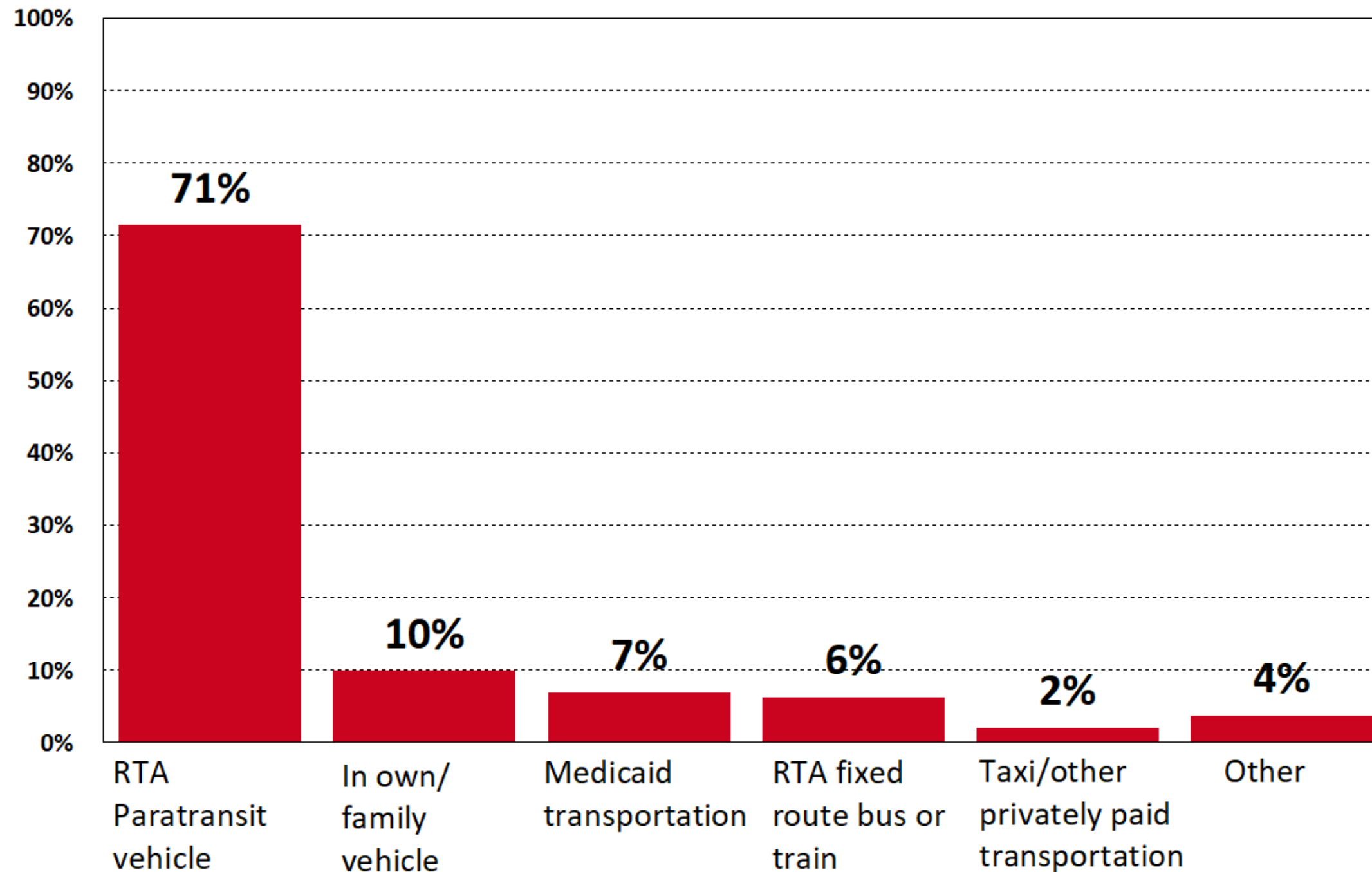




# Trip Mode

- 71% of Paratransit customers use Paratransit vehicles to make most of their trips.

How do you take most of your trips?

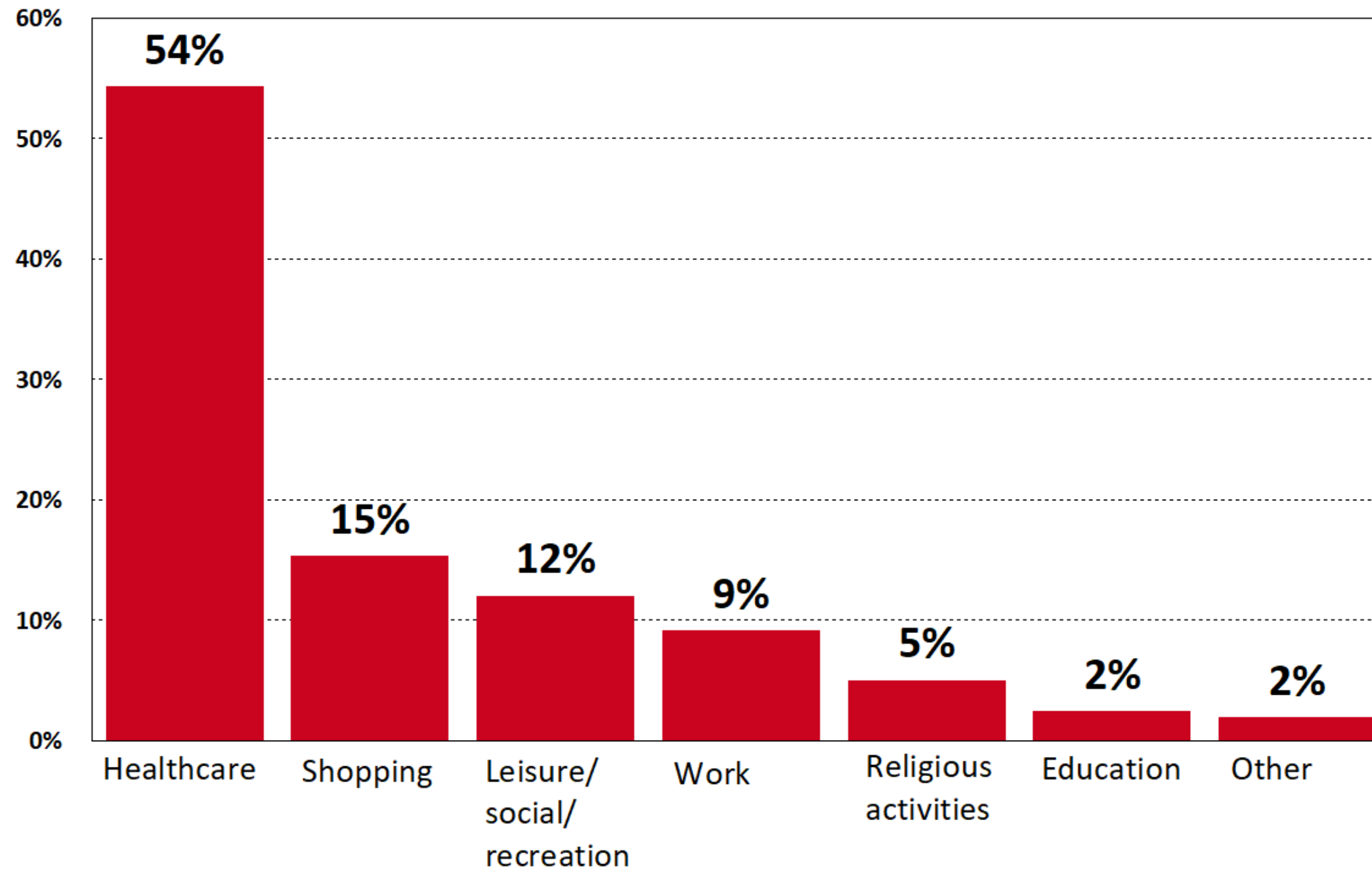




# Trip Purpose

- 54% of Paratransit customers use Paratransit most often for healthcare.

What type of trip do you take most often on RTA Paratransit

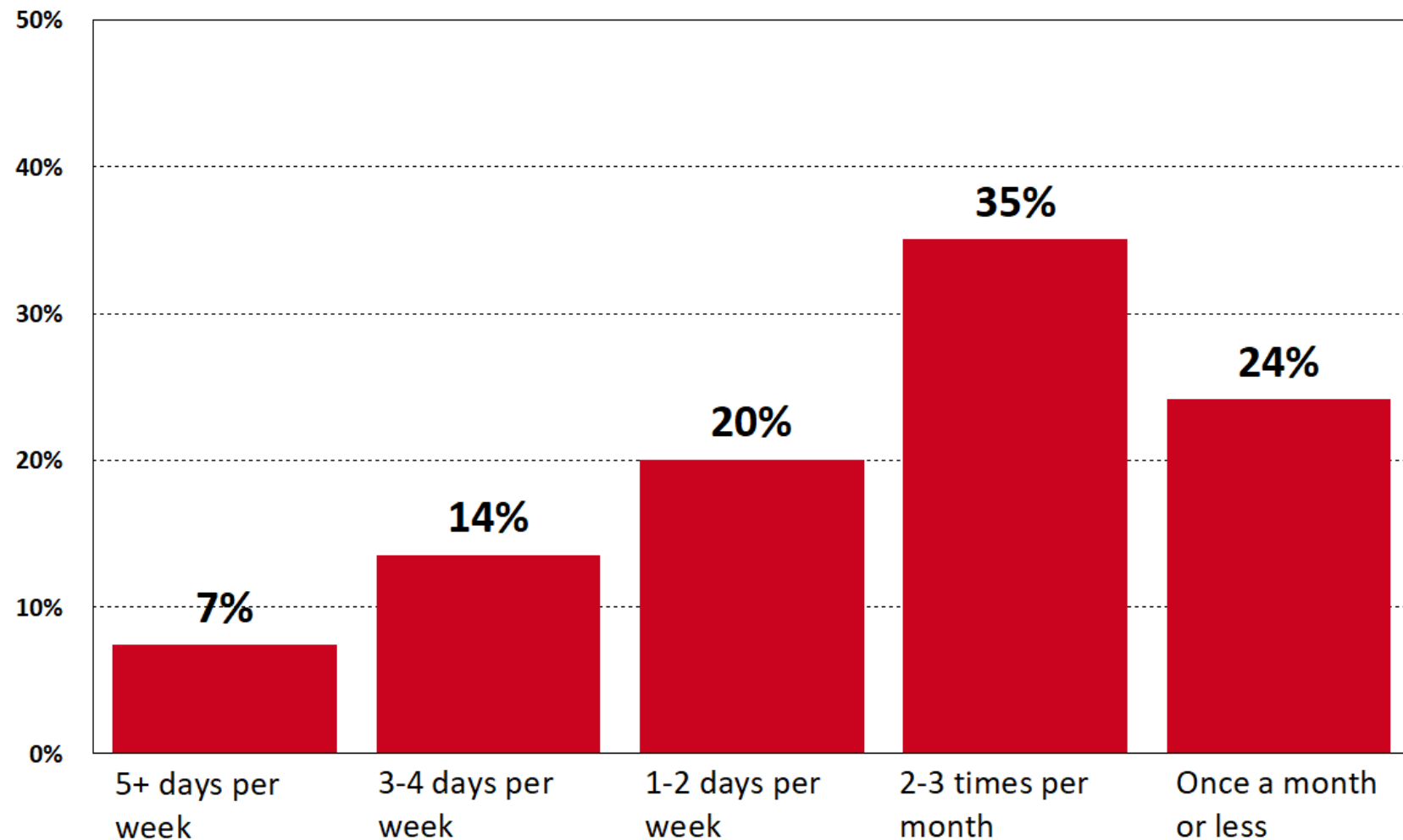




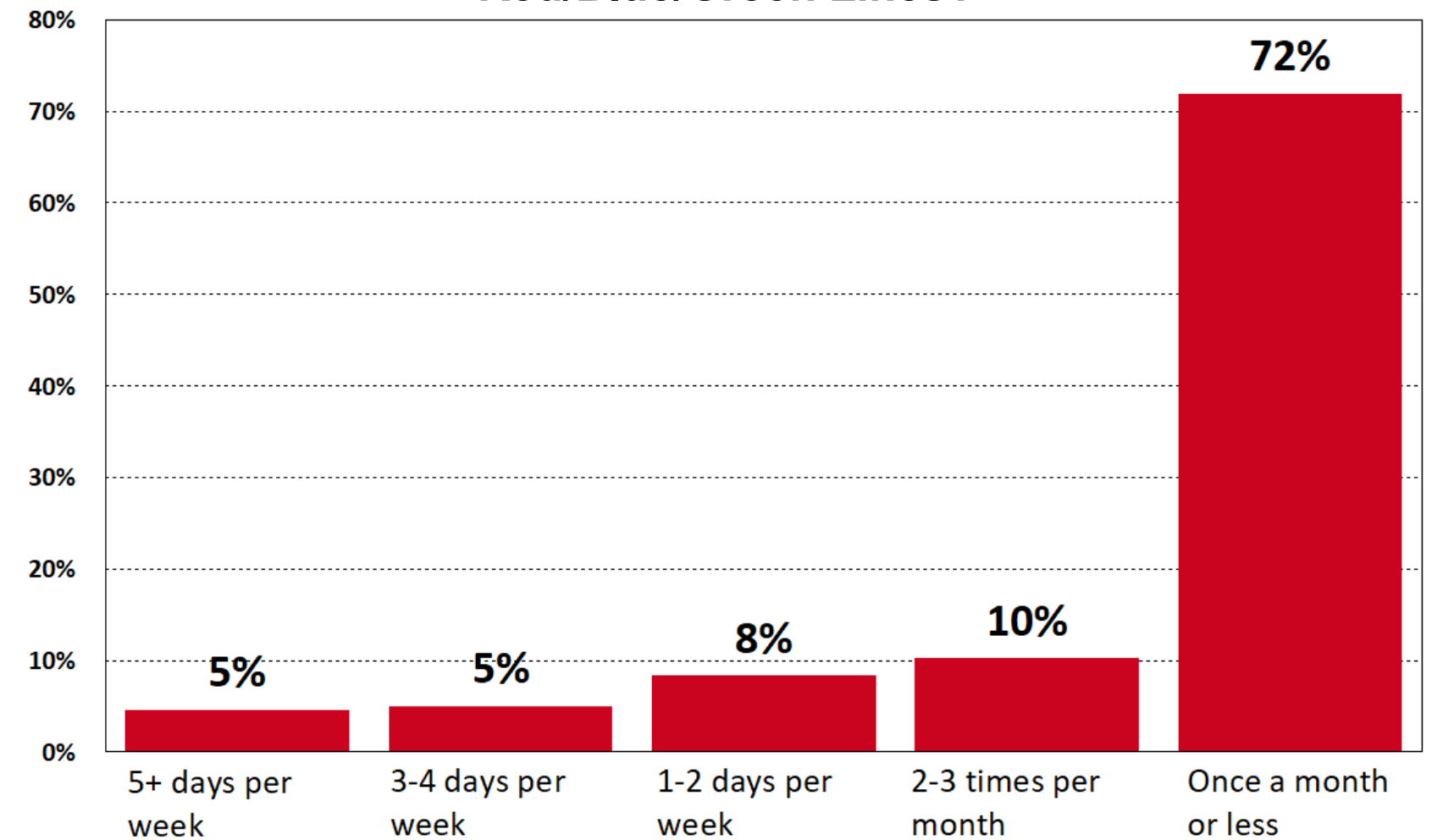
# Trip Frequency

- 35% of Paratransit customers take Paratransit 2-3 times per month.
- 72% of Paratransit customers ride other RTA services once a month or less.

How often do you take RTA Paratransit Trips?



How often do you ride other RTA services such as fixed route buses, the Healthline, or Red/Blue/Green Lines?

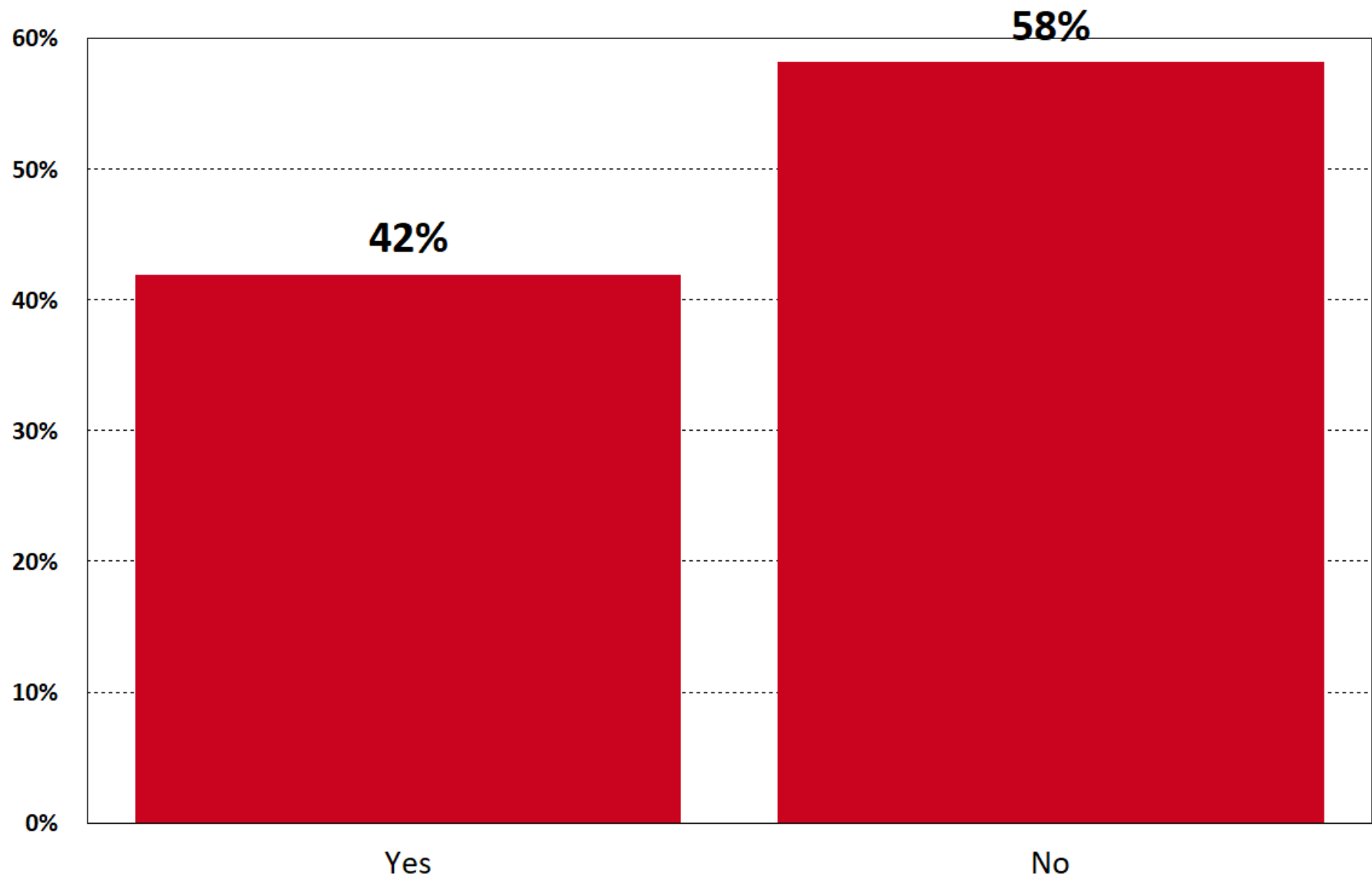




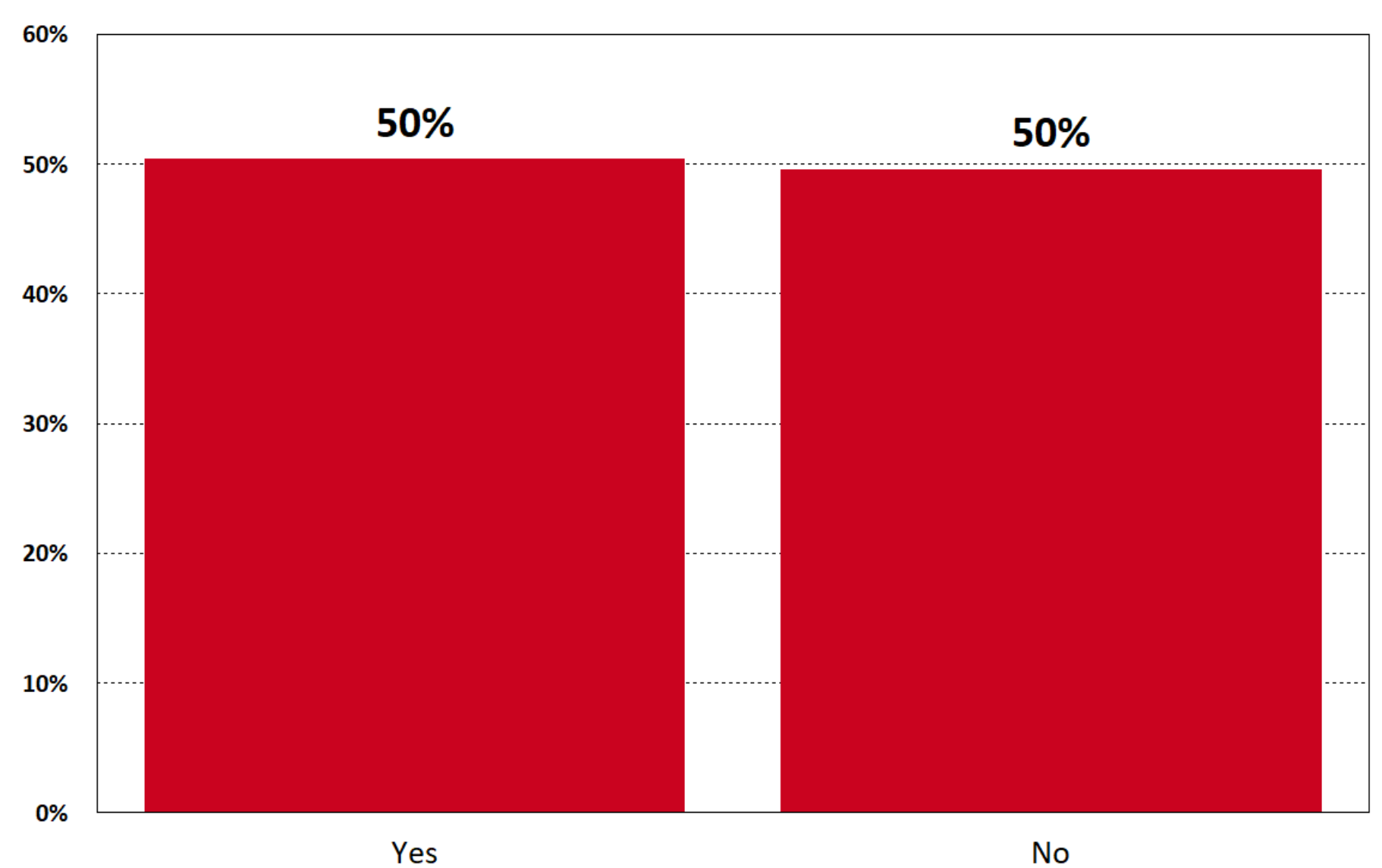
# Policy Questions

- 42% of respondents would consider a free fixed route or train ride with a travel trainer.
- 50% of respondents are aware of the Senior/Disabled fare for ADA customers.

**Would you consider taking a free ride on RTA fixed route bus or train escorted by an RTA travel trainer to help you?**



**Are you aware that ADA customers pay the Senior/Disabled cash fare of \$1.25 when using fixed-route service?**

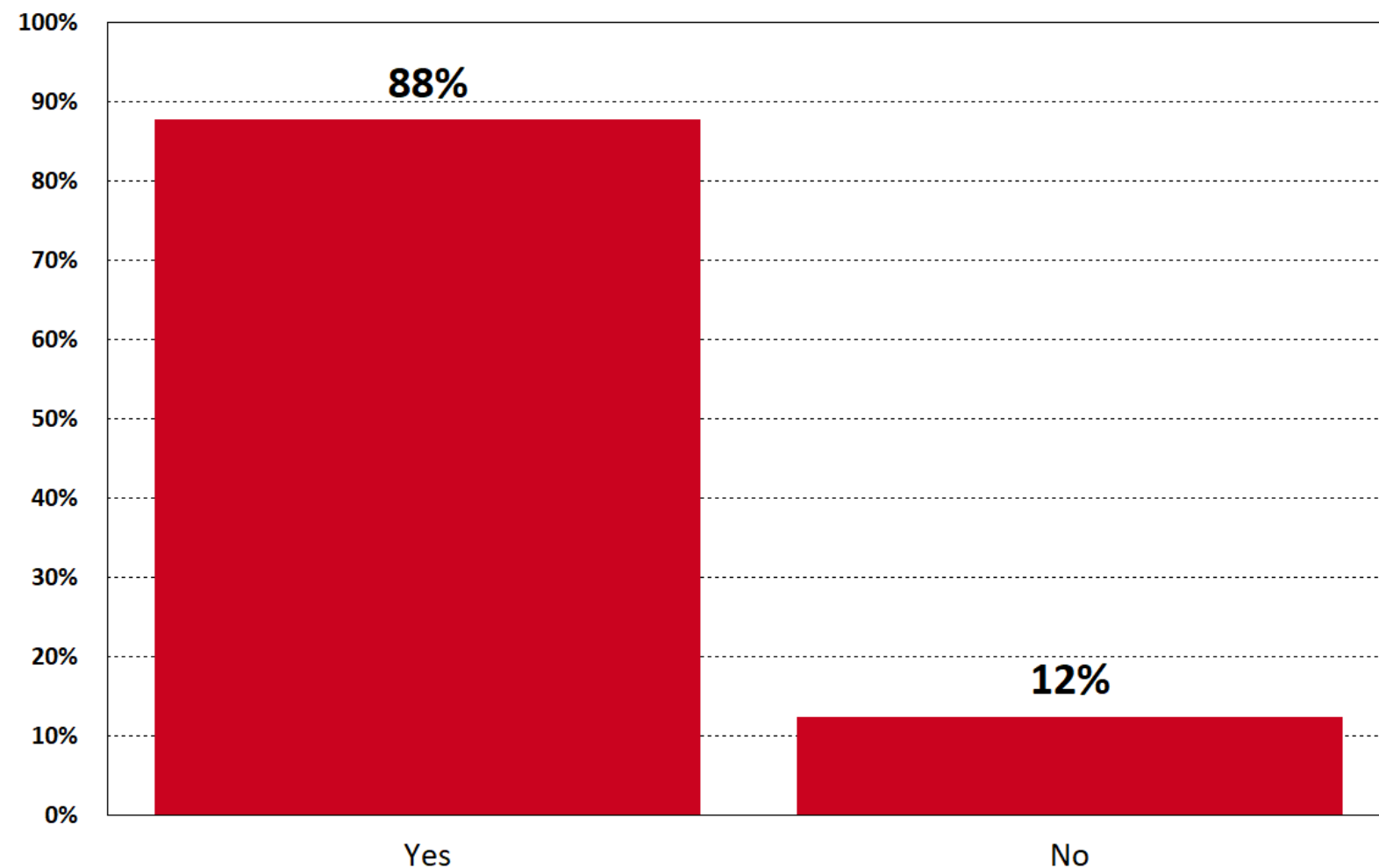




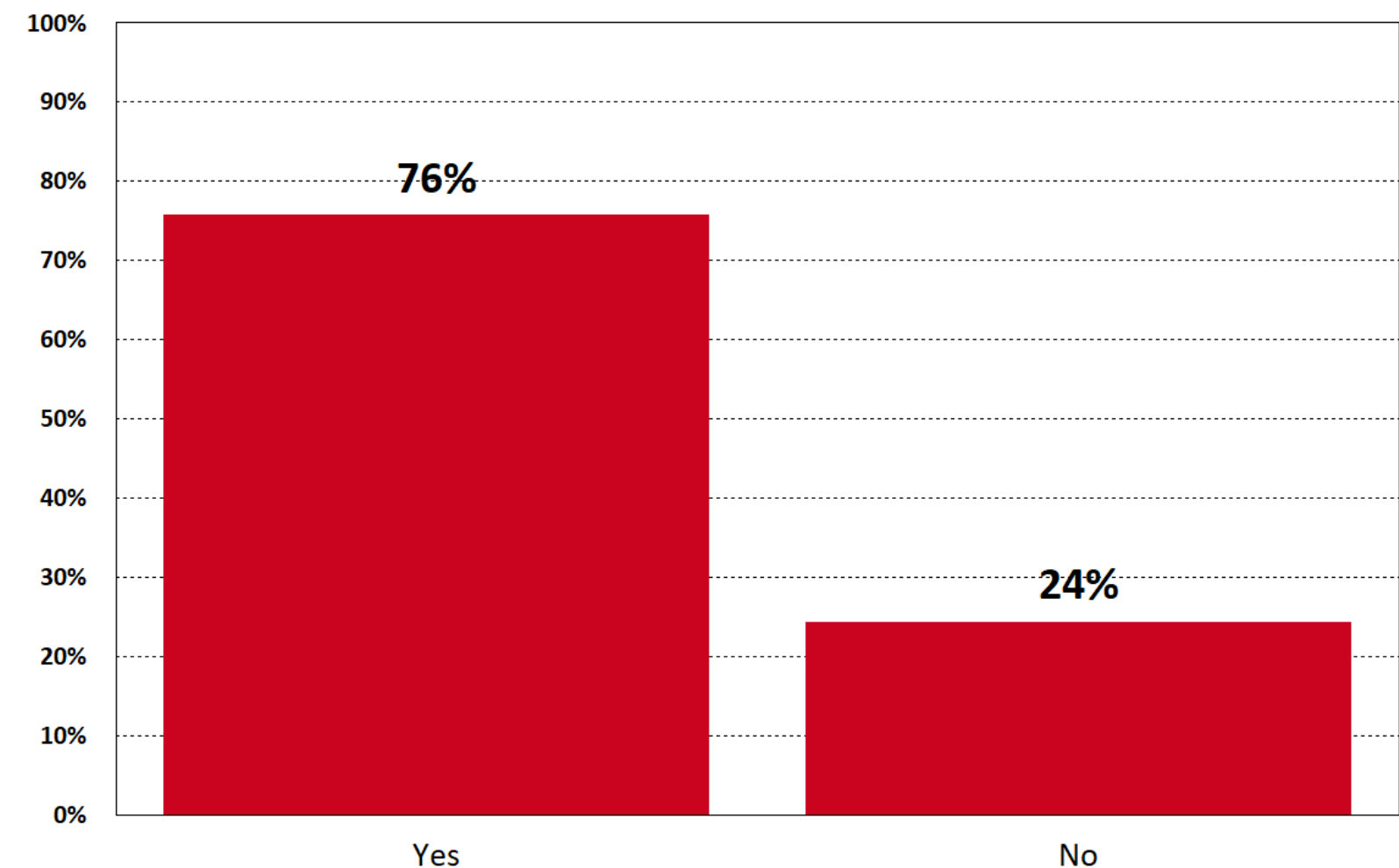
# Policy Awareness

- 88% of respondents are aware of the No-Show policy.
- 76% of respondents are aware of the pickup window.

**Are you aware that if you do not board the vehicle within 5-minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?**



**Are you aware that the pickup window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pickup time?**



# Customer Impressions

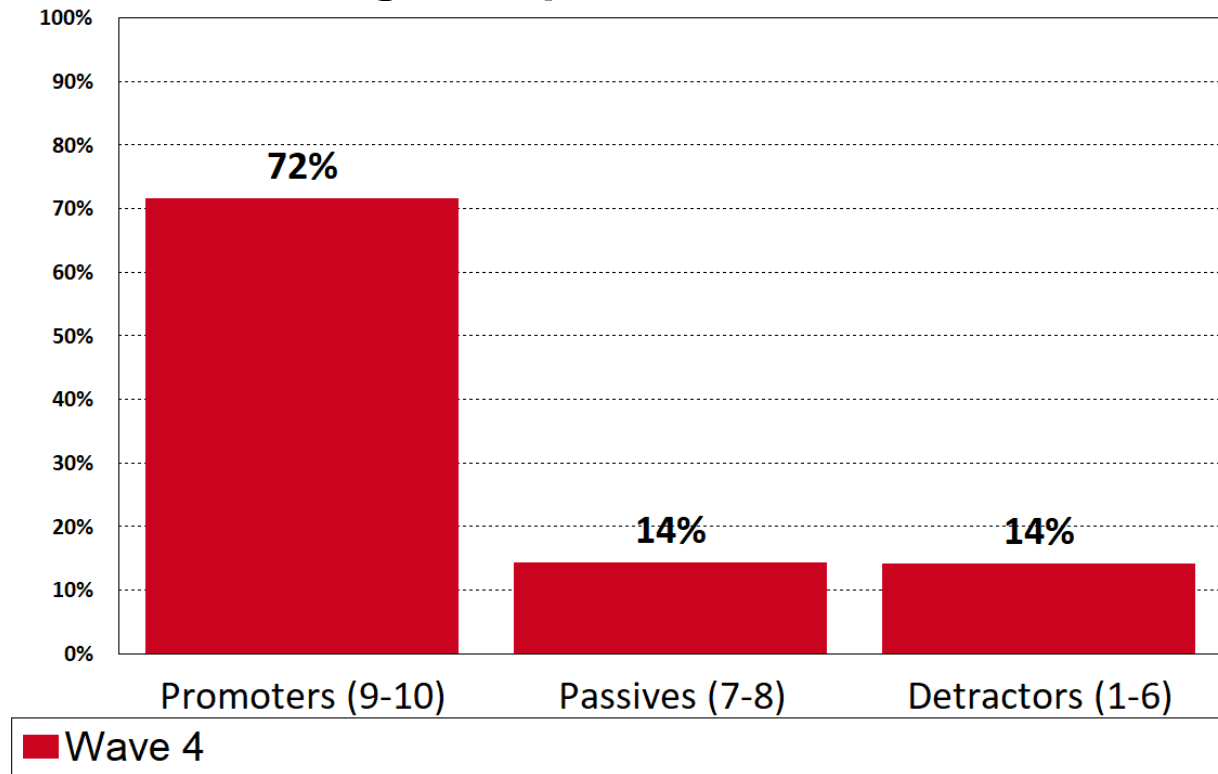
*Paratransit Service*



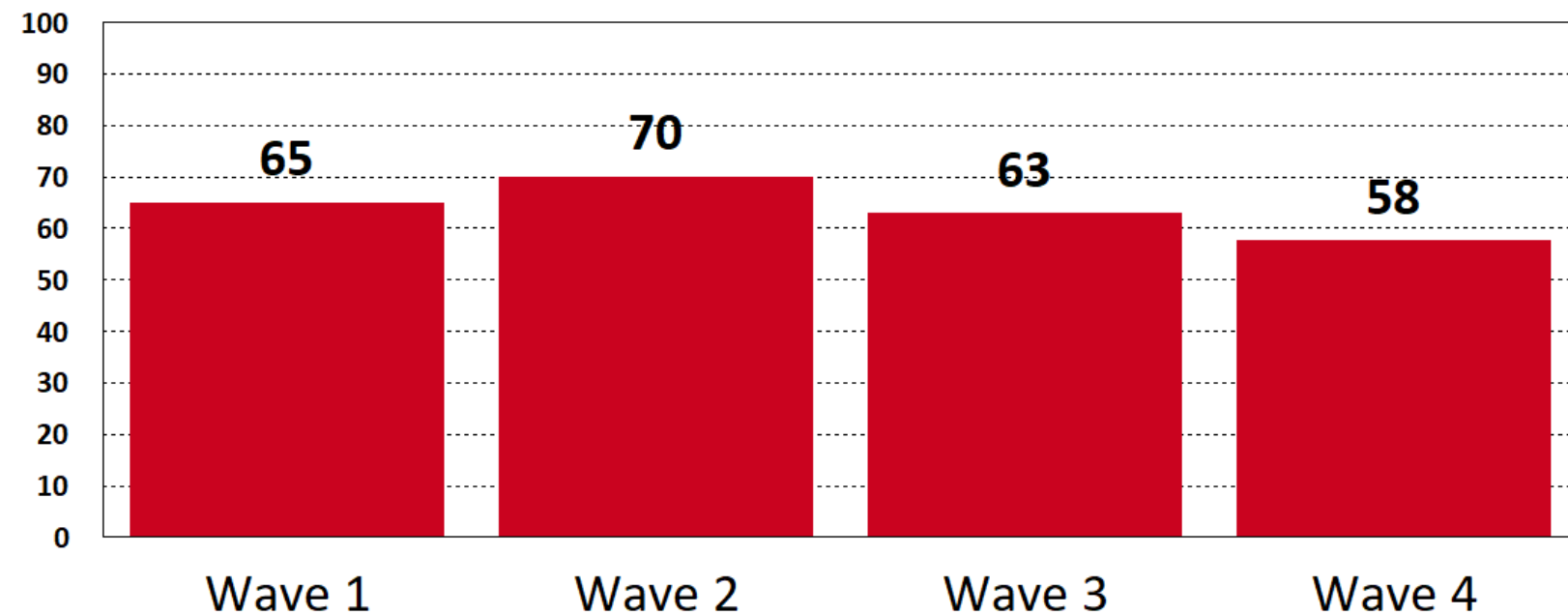


# Net Promoter Score (NPS) Paratransit

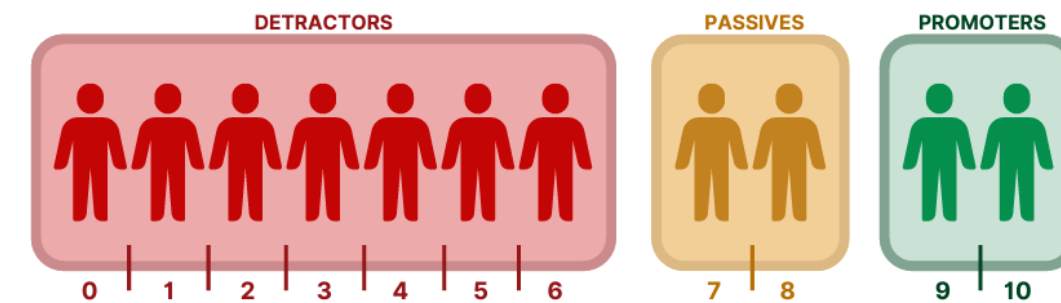
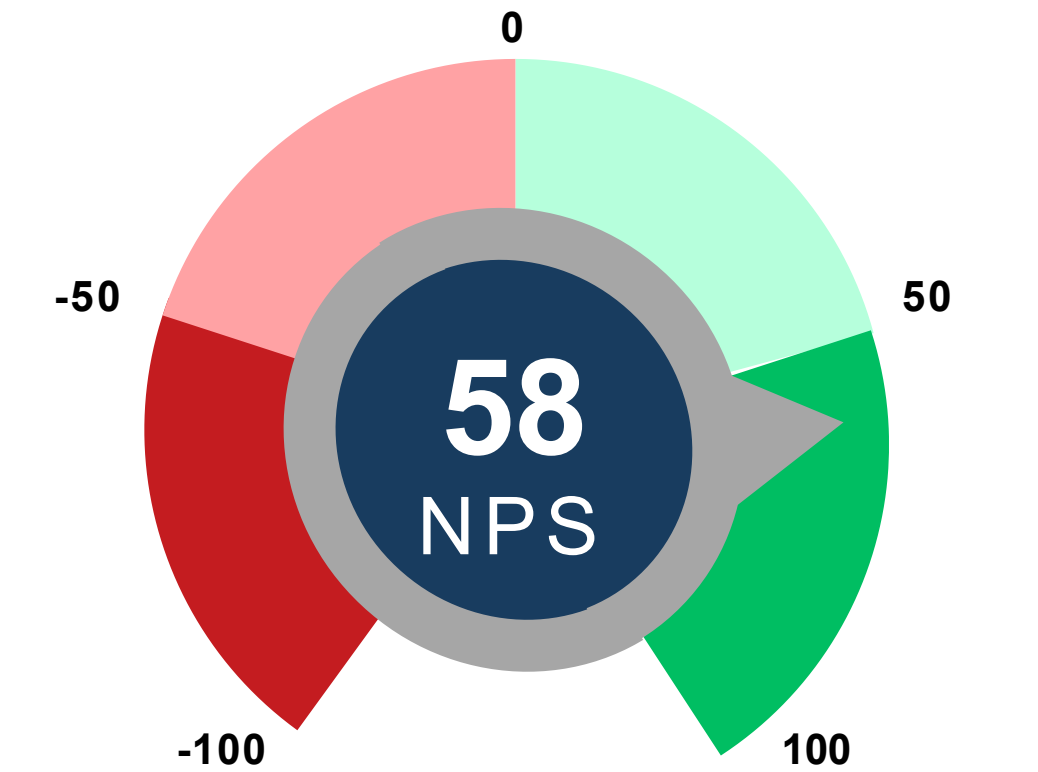
All things considered, how likely would you be to recommend riding RTA paratransit to a friend or neighbor?



Net Promoter Score



RTA's Paratransit NPS is down five points since Wave 3 from 63 to 58.



Net Promoter Score = %Promoters - %Detractors

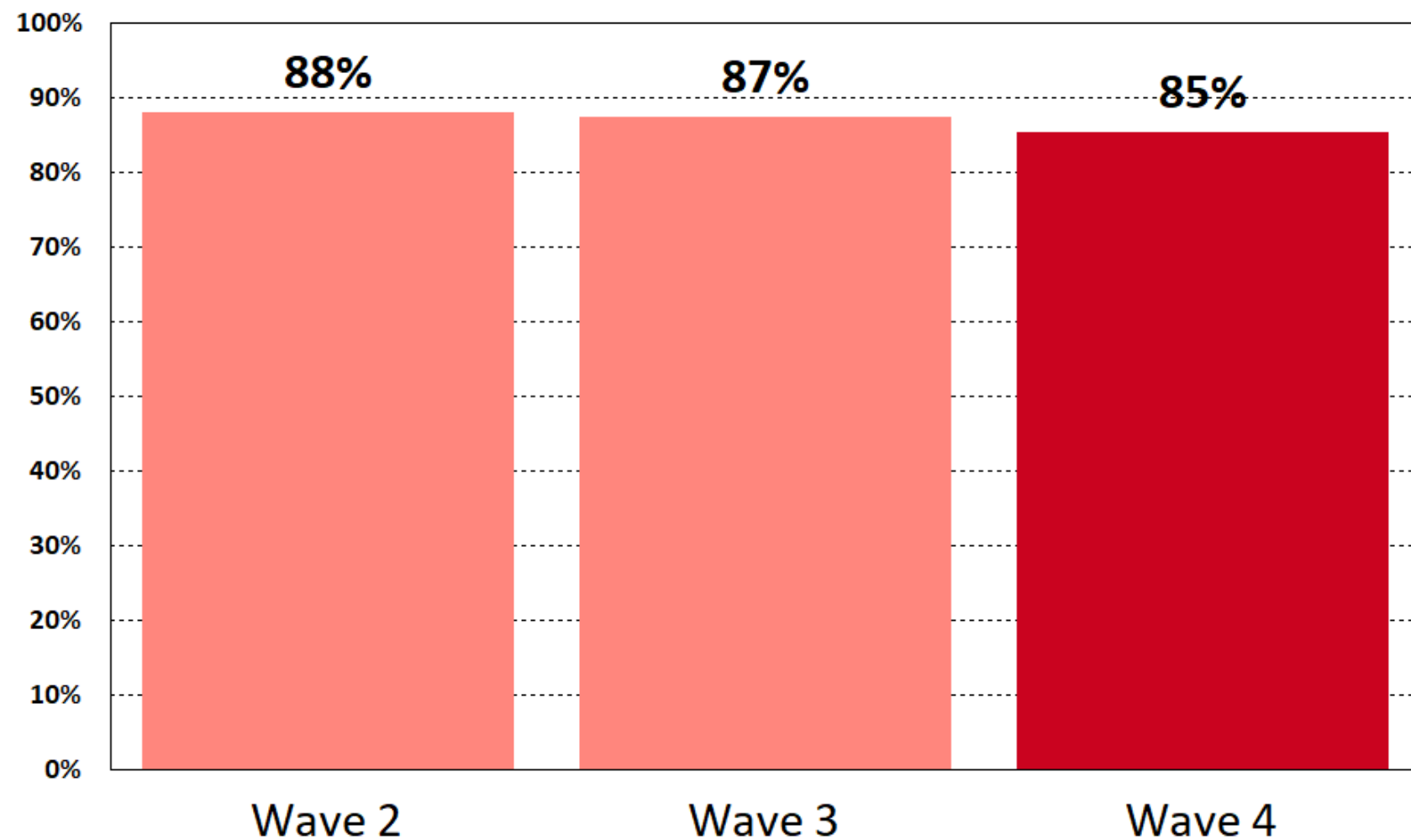


# Paratransit Satisfaction



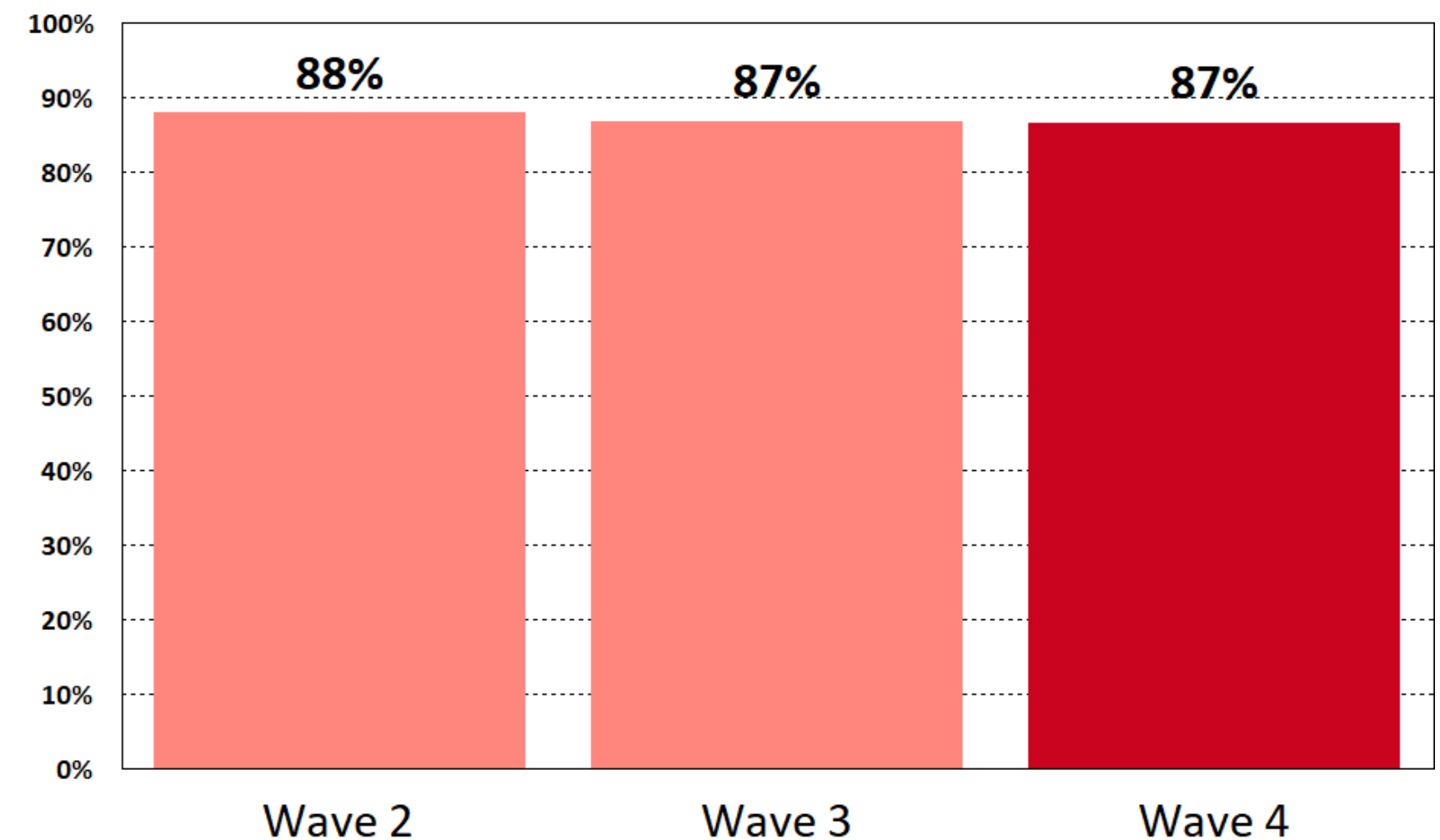
- 85% of respondents are satisfied with the overall quality of RTA Paratransit service.
- 87% of respondents view RTA employees favorably.

Overall Satisfaction with Paratransit Service



How satisfied are you with the overall quality of RTA paratransit service?

Perception of RTA Employees



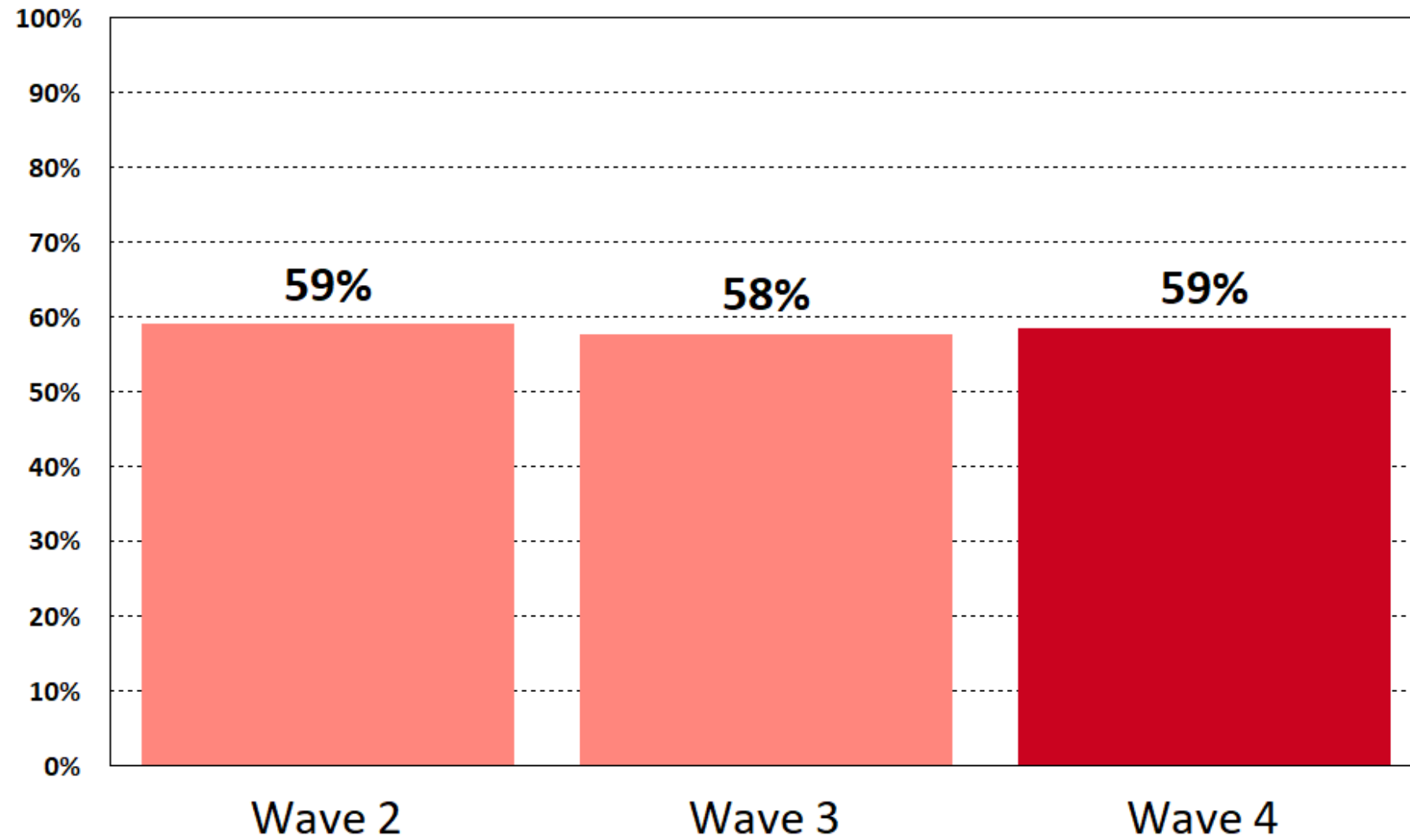
I view RTA employees favorably



# Funding

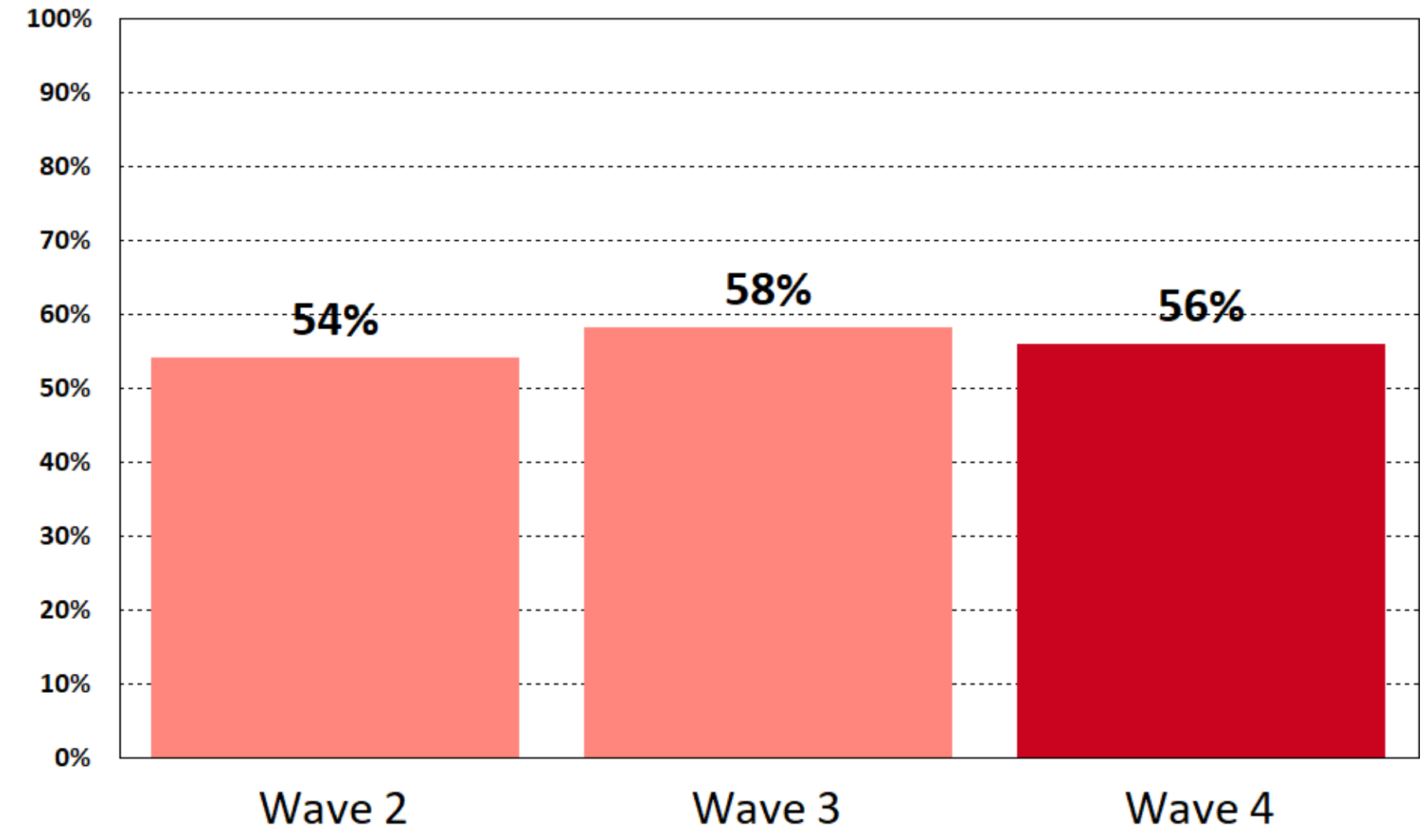
- 59% of respondents believe RTA manages their financial resources appropriately.
- 56% of respondents believe funding should increase to improve service.

### Financial Resources



RTA manages their financial resources appropriately

### Funding



The community should consider increasing funding in order to improve services

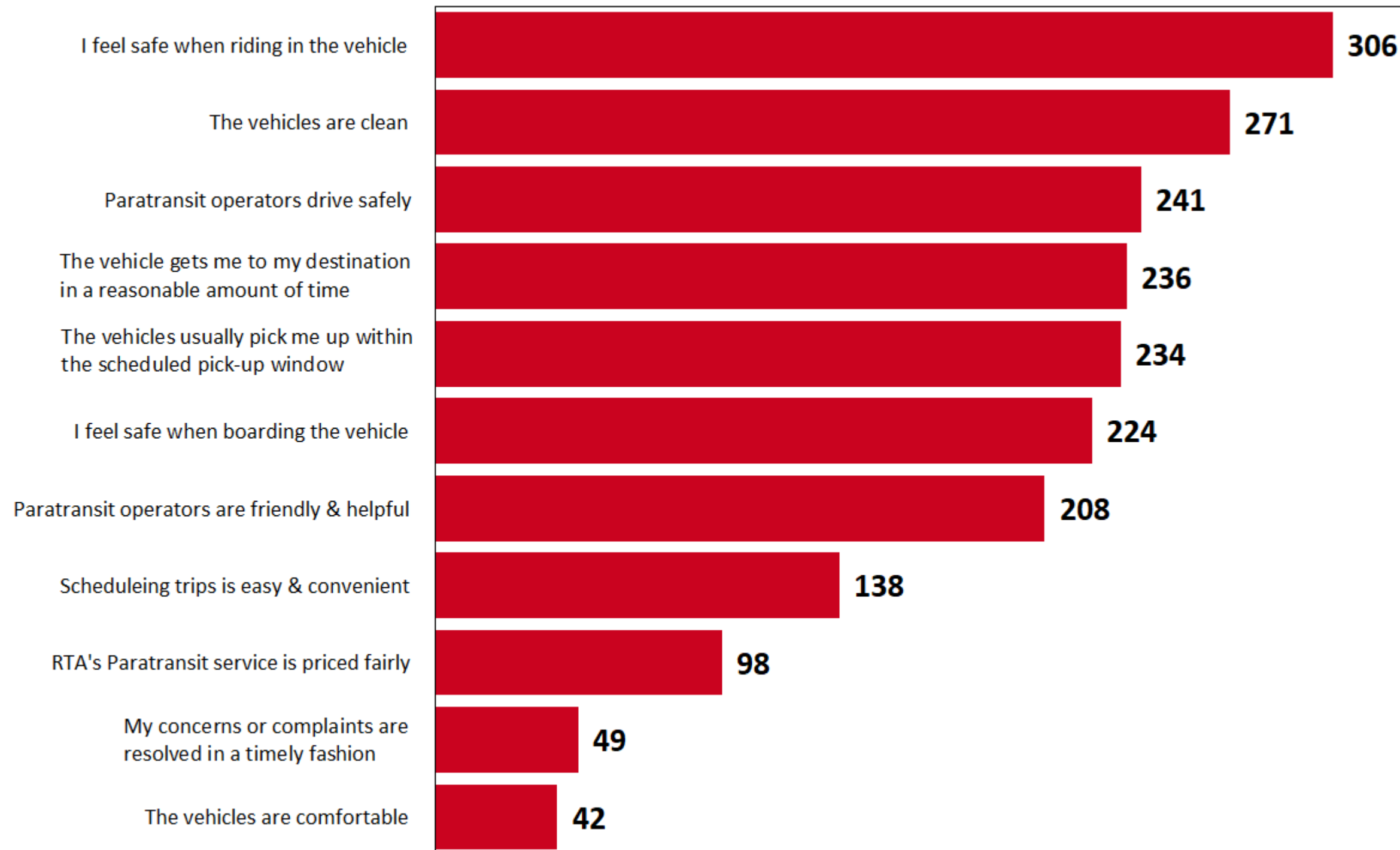
# Customer Importance Factors

*Paratransit Service*



# Customer Importance Factors

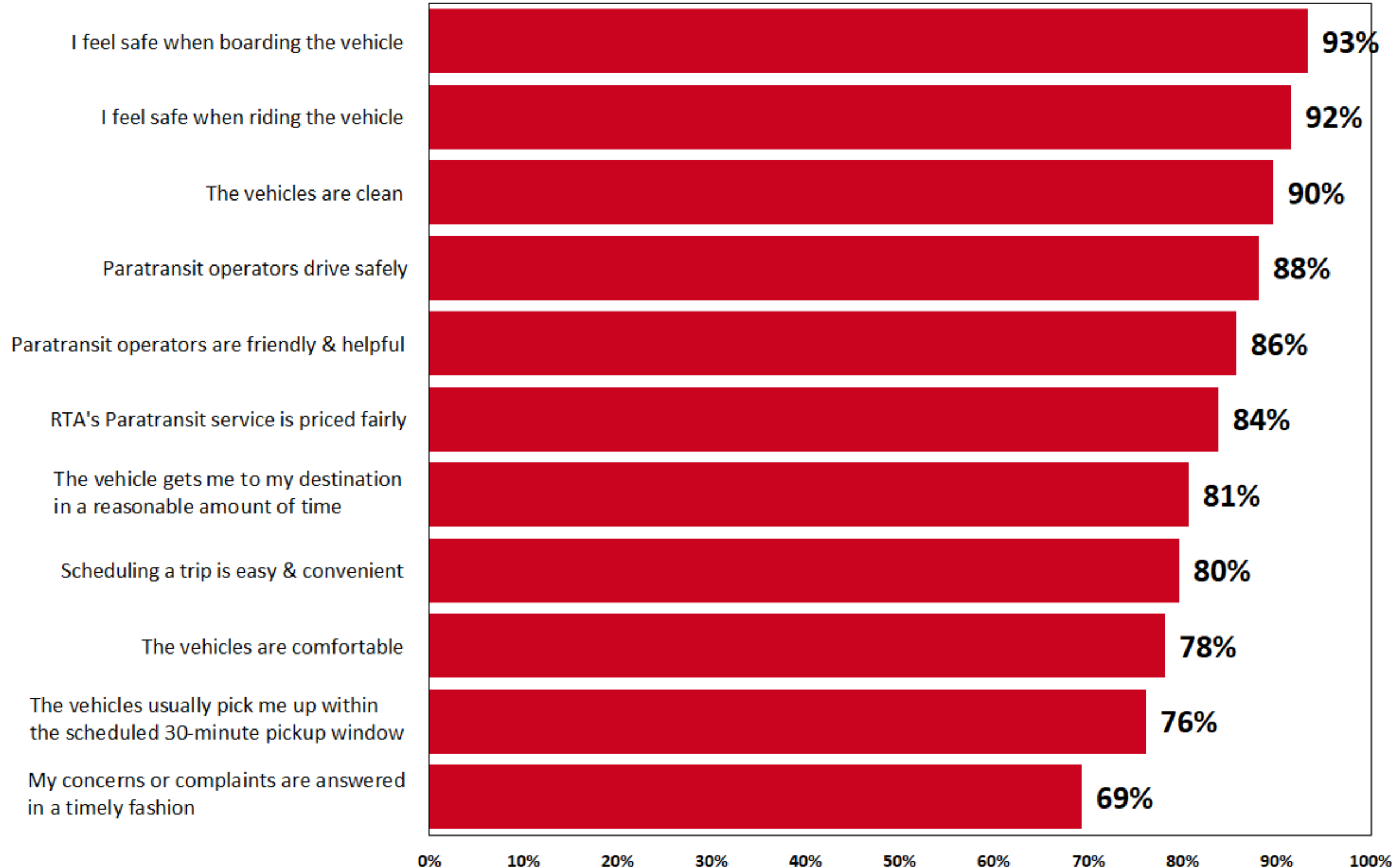
The top customer importance factors were safety while riding (306), vehicle cleanliness (271), and operators driving safely (241).





# Level of Agreement

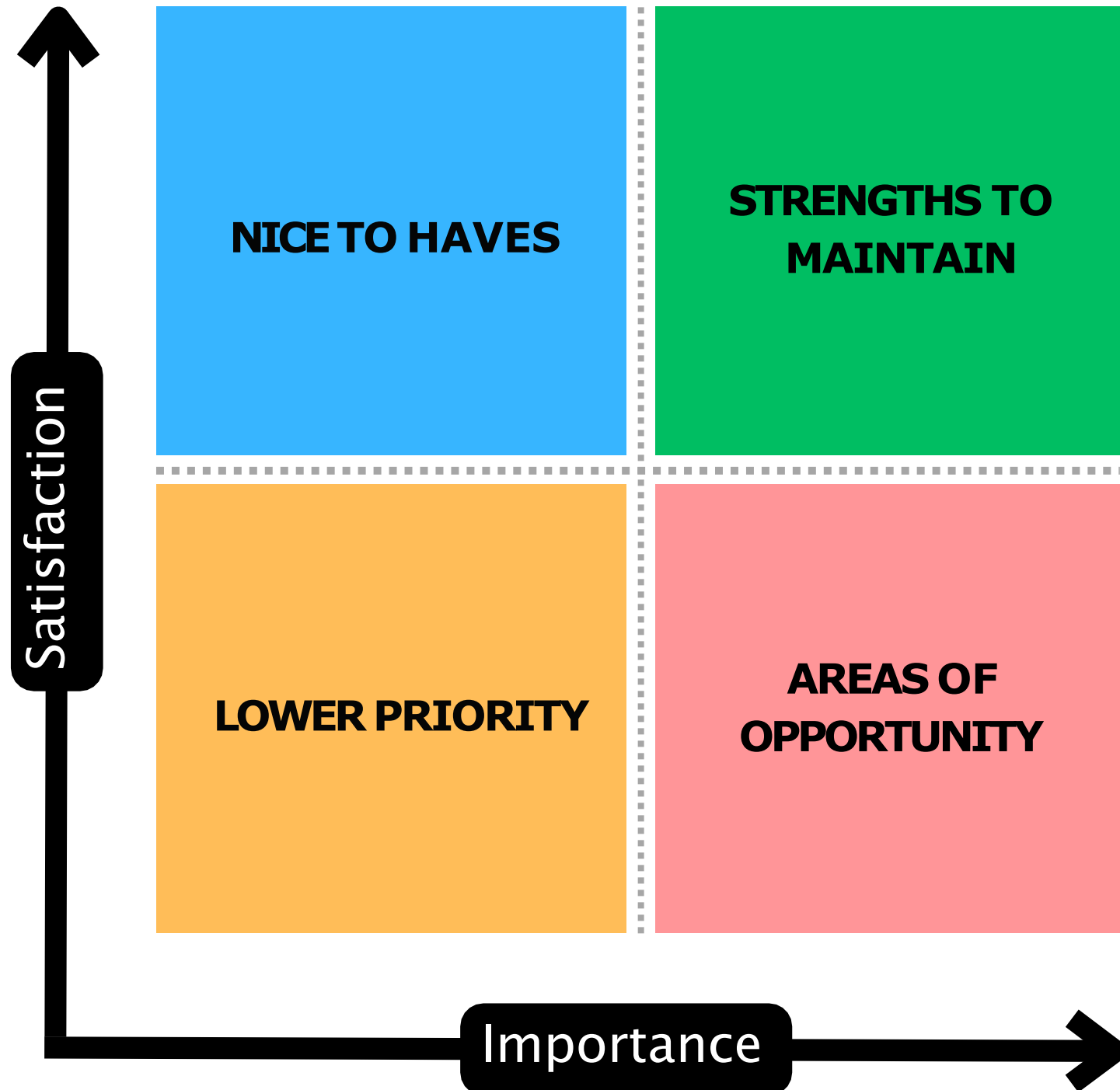
## Paratransit



# Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

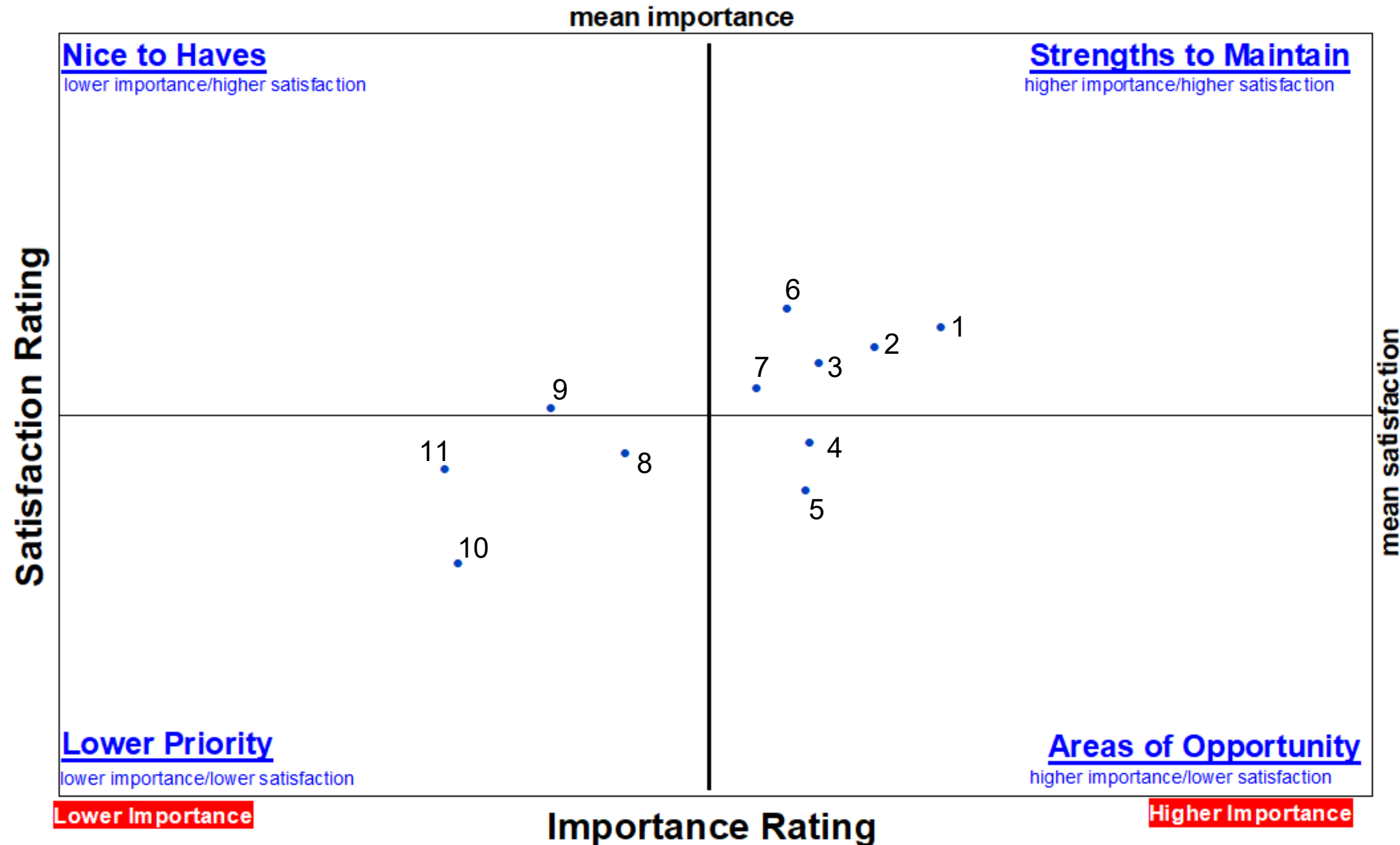
## Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

# Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



## Legend

1. Safety on the vehicle
2. Vehicle cleanliness
3. Operators driving safely
4. Travel time
5. Vehicles arriving within pick-up window
6. Safety while boarding
7. Operators being friendly & helpful
8. Ease of scheduling a trip
9. Paratransit being priced fairly
10. Concerns & complaints being resolved quickly
11. Vehicle comfort

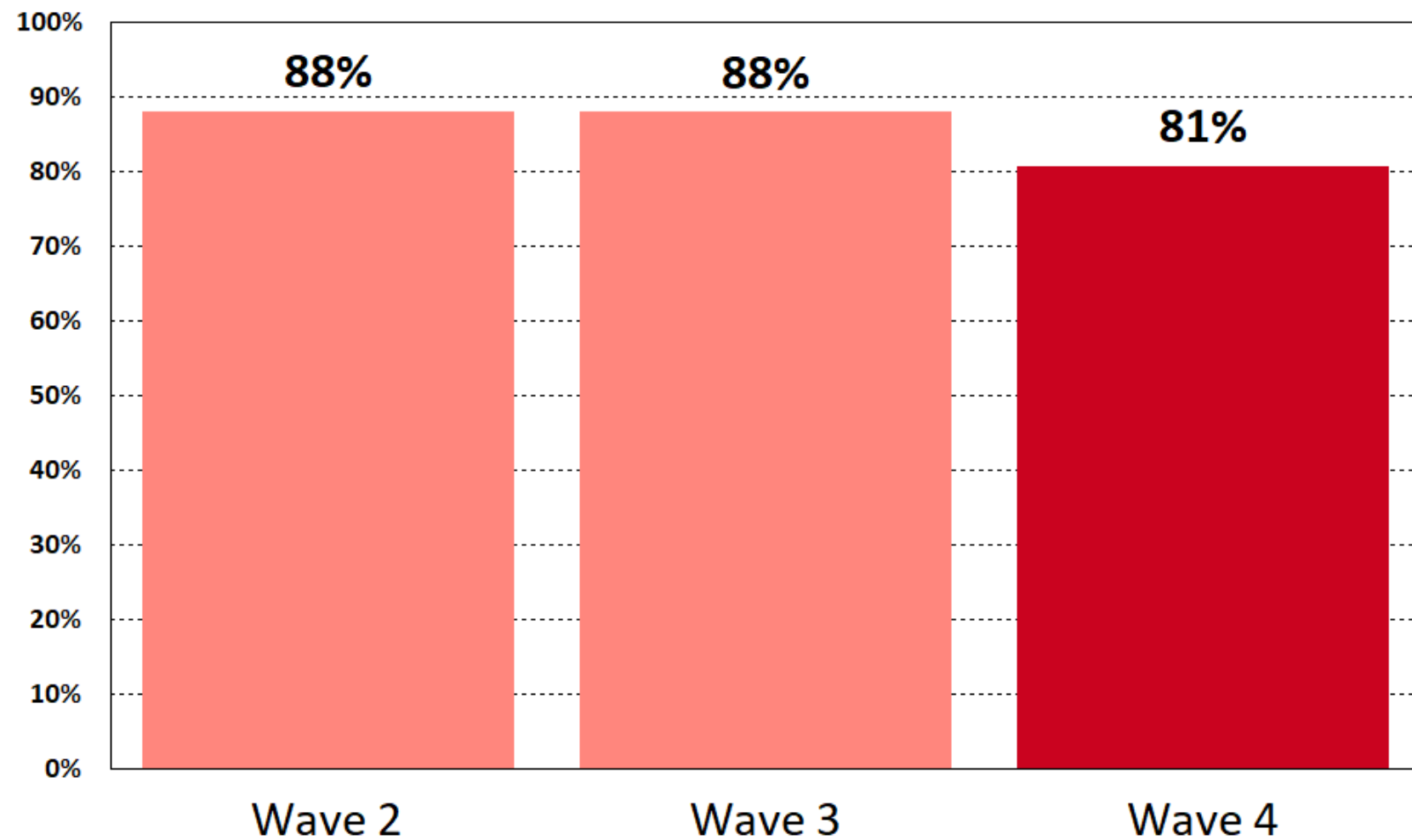




# Travel Time & On-Time Performance

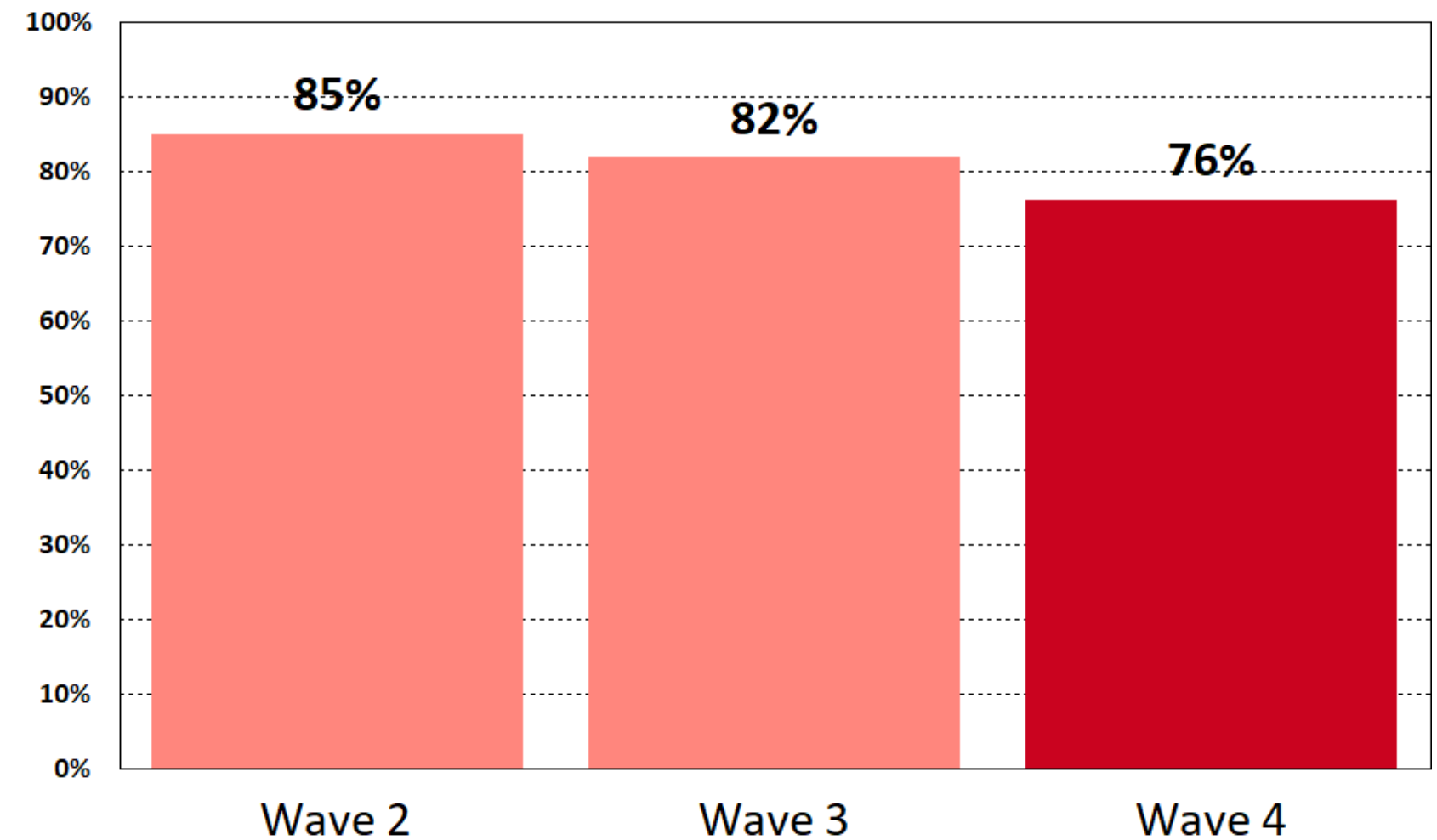
- 81% of respondents believe the vehicle gets them to their destination in a reasonable time.
- 76% of respondents say the vehicles usually arrive during the scheduled window.

### Travel Time



The vehicle gets me to my destination in a reasonable amount of time

### On-Time Performance



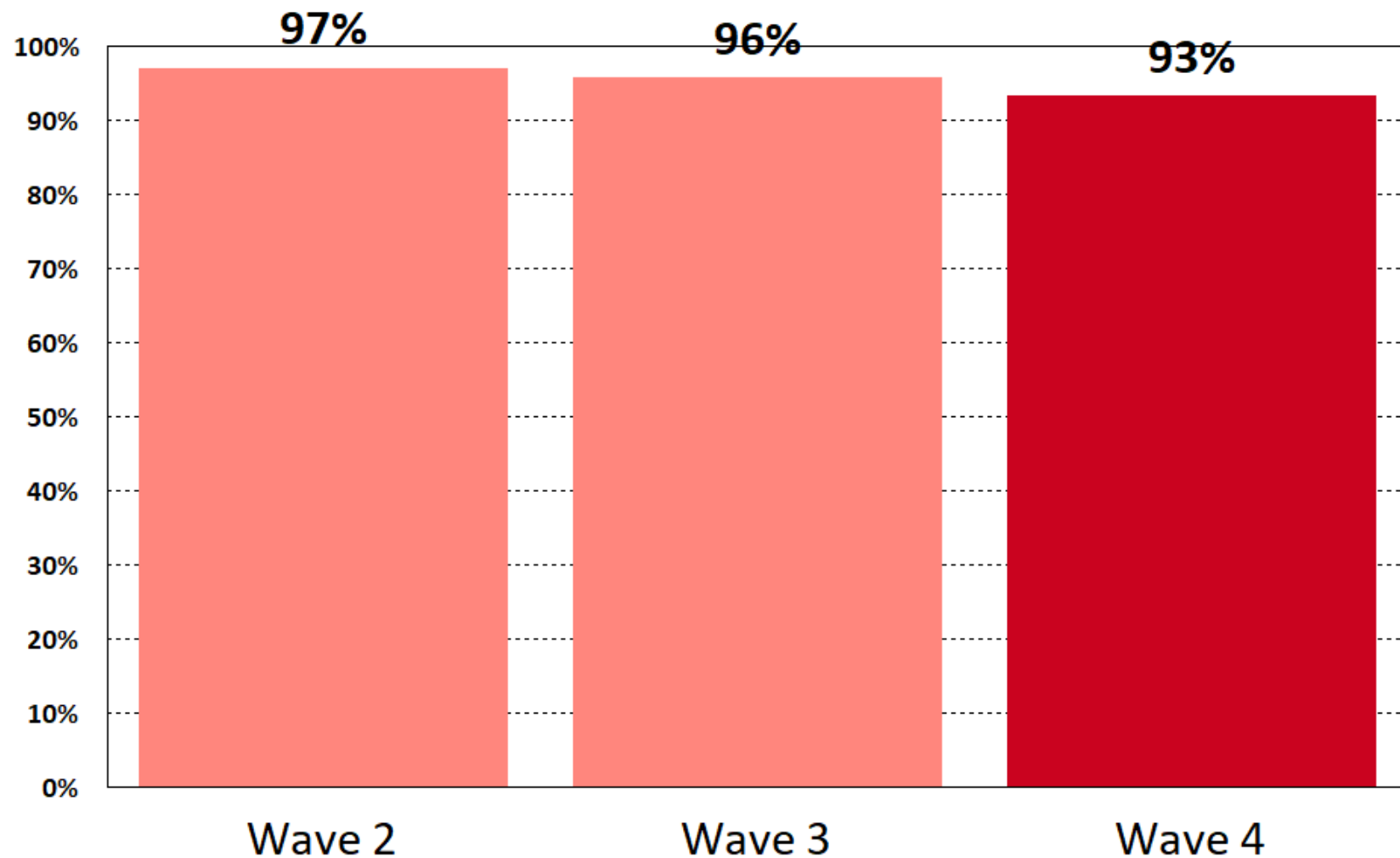
The vehicles usually pick me up within the scheduled 30-minute pick-up window



# Safety While Boarding & Riding

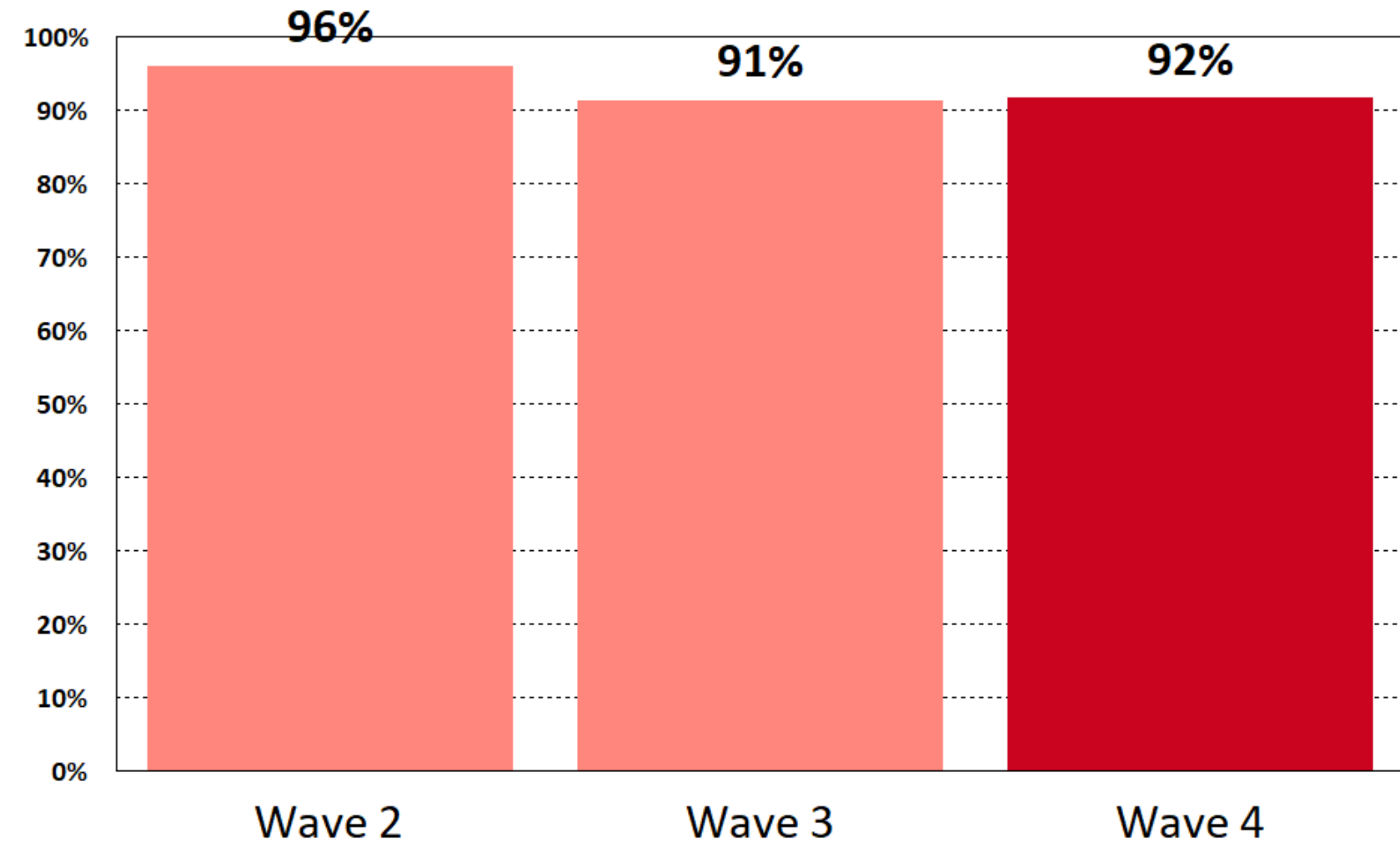
- 93% of respondents feel safe when boarding the vehicle.
- 92% of respondents feel safe riding the vehicle.

### Safety Boarding



I feel safe when boarding the vehicle

### Safety Riding



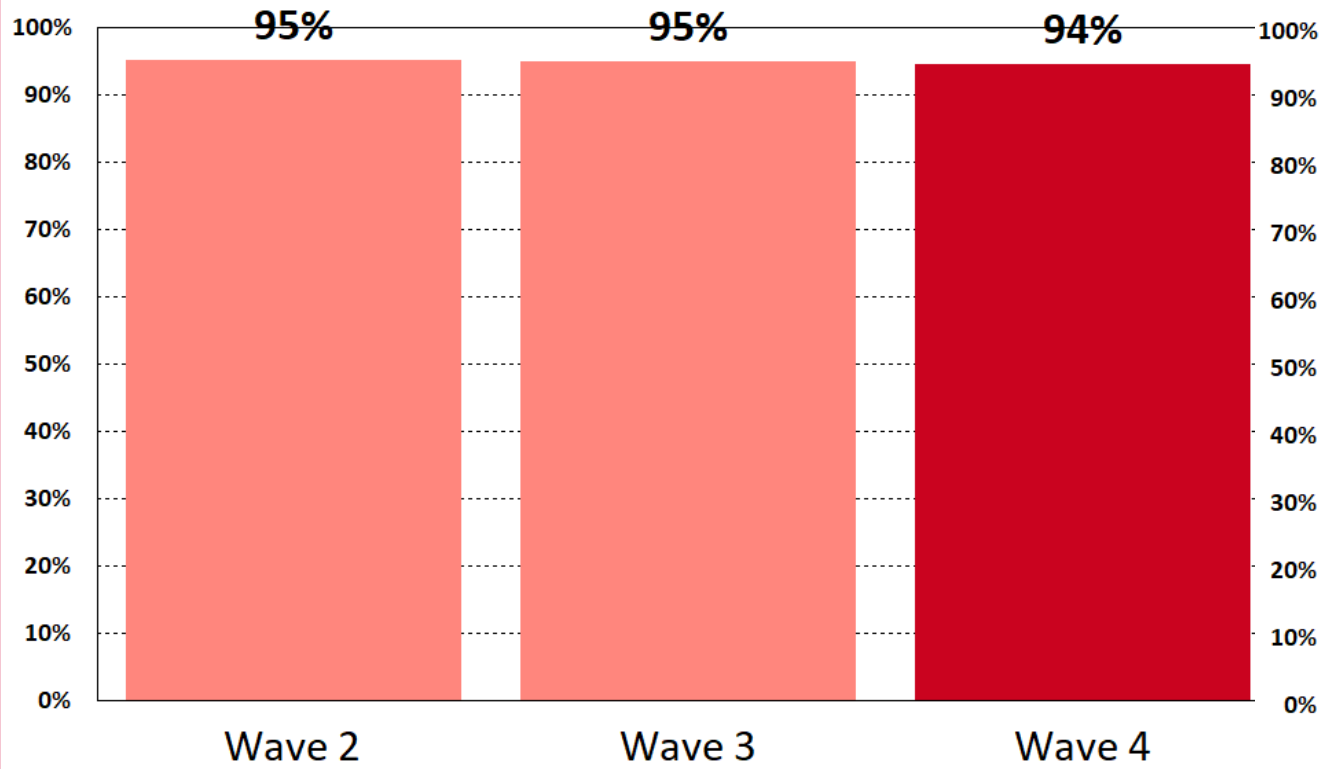
I feel safe riding in the vehicle



# Trip Availability, Coverage, and Scheduling

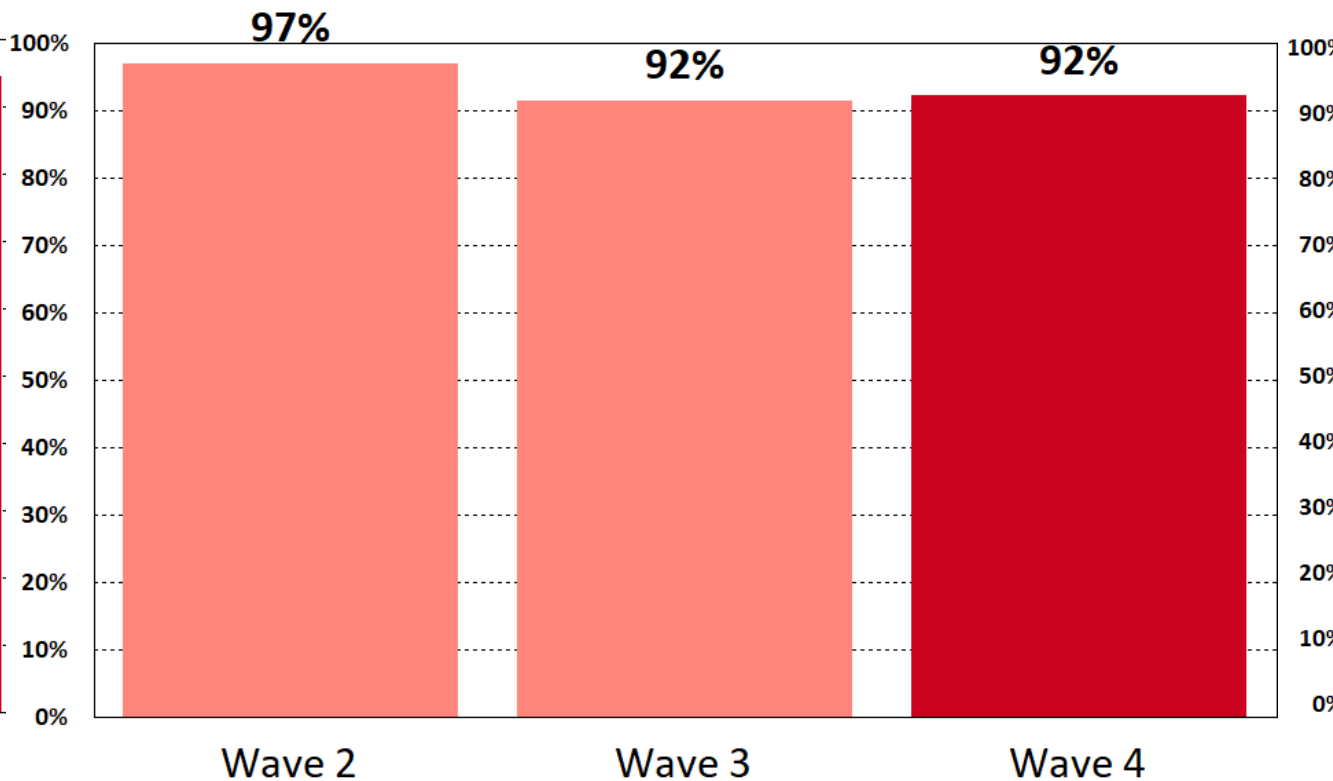
- 94% of respondents say Paratransit can take them where they need to go.
- 92% of respondents say they can schedule a trip for when they need.

### Trip Coverage



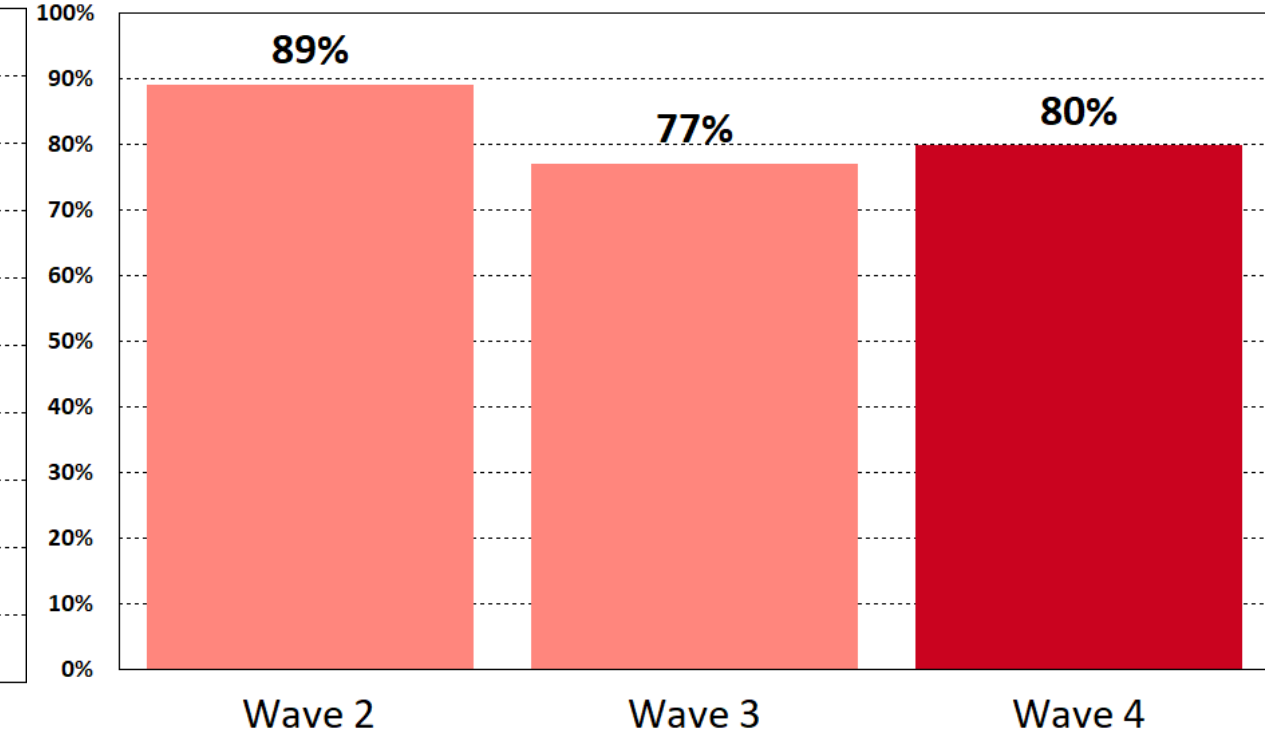
RTA Paratransit can take me to the places I need to go

### Trip Availability



I can schedule a trip for the time and day I need to travel

### Trip Scheduling

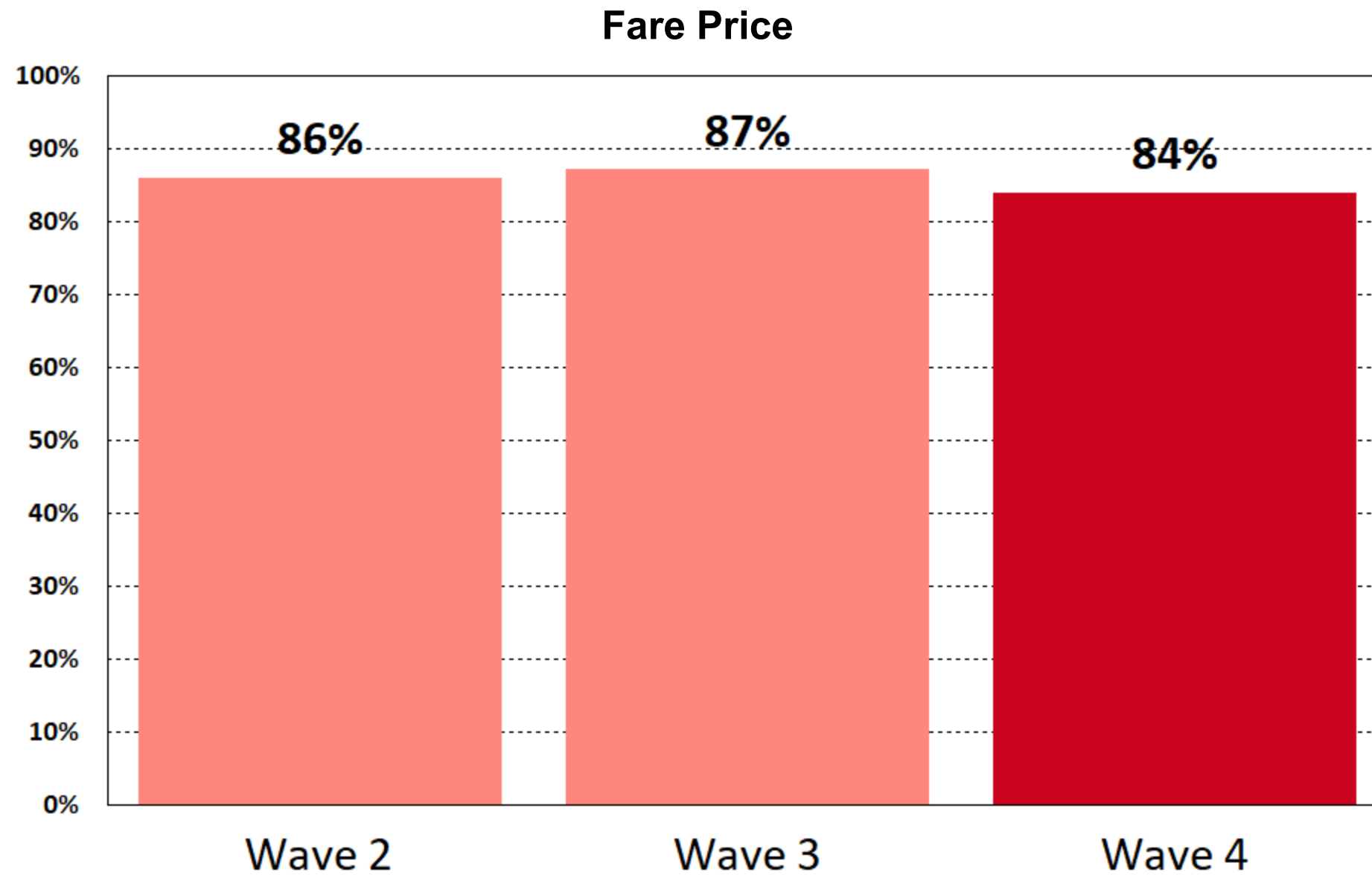


Scheduling a trip is easy and convenient



# Fare Price

- 84% of respondents say that Paratransit service is priced fairly.



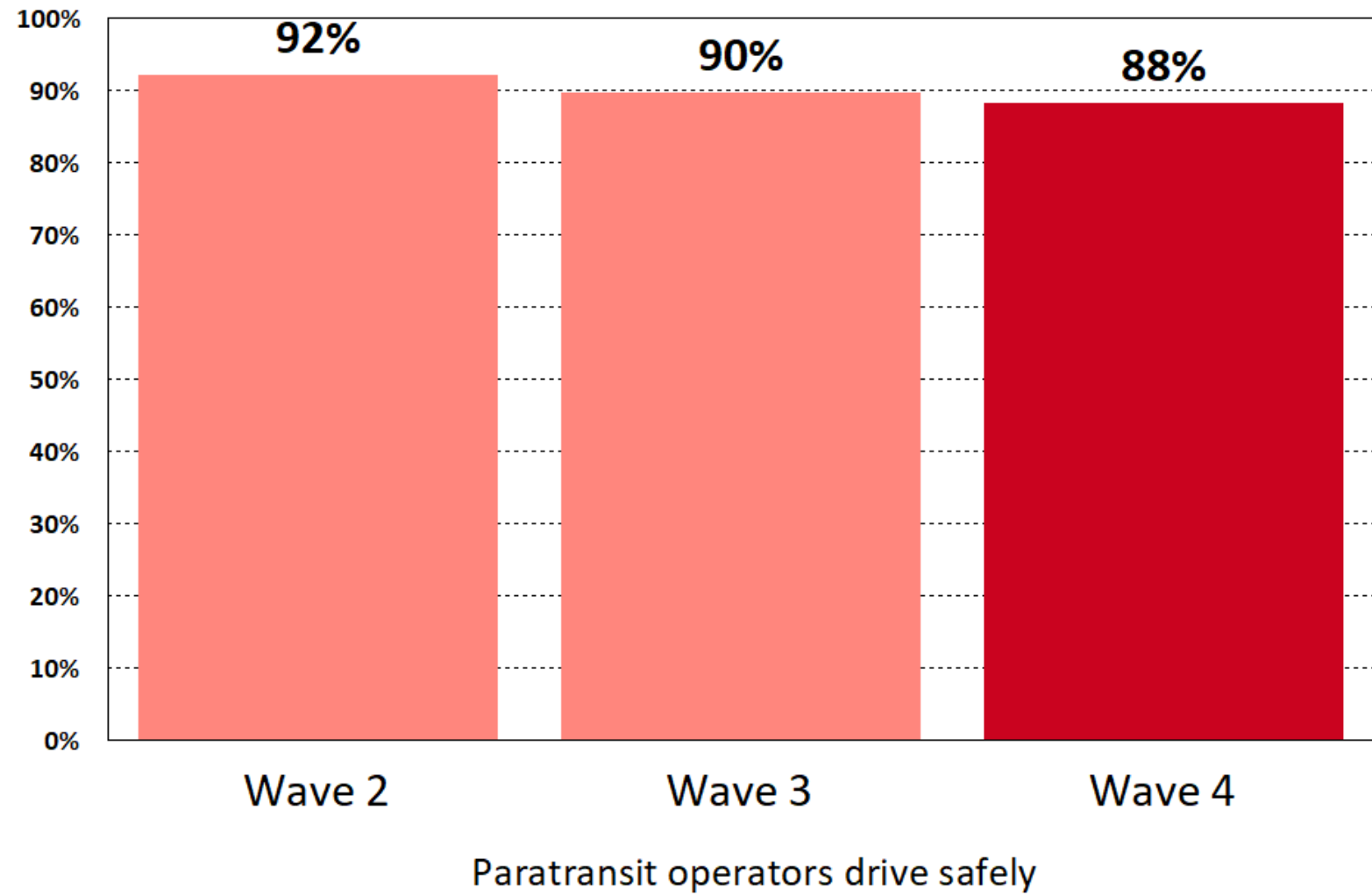
RTA's Paratransit service is priced fairly



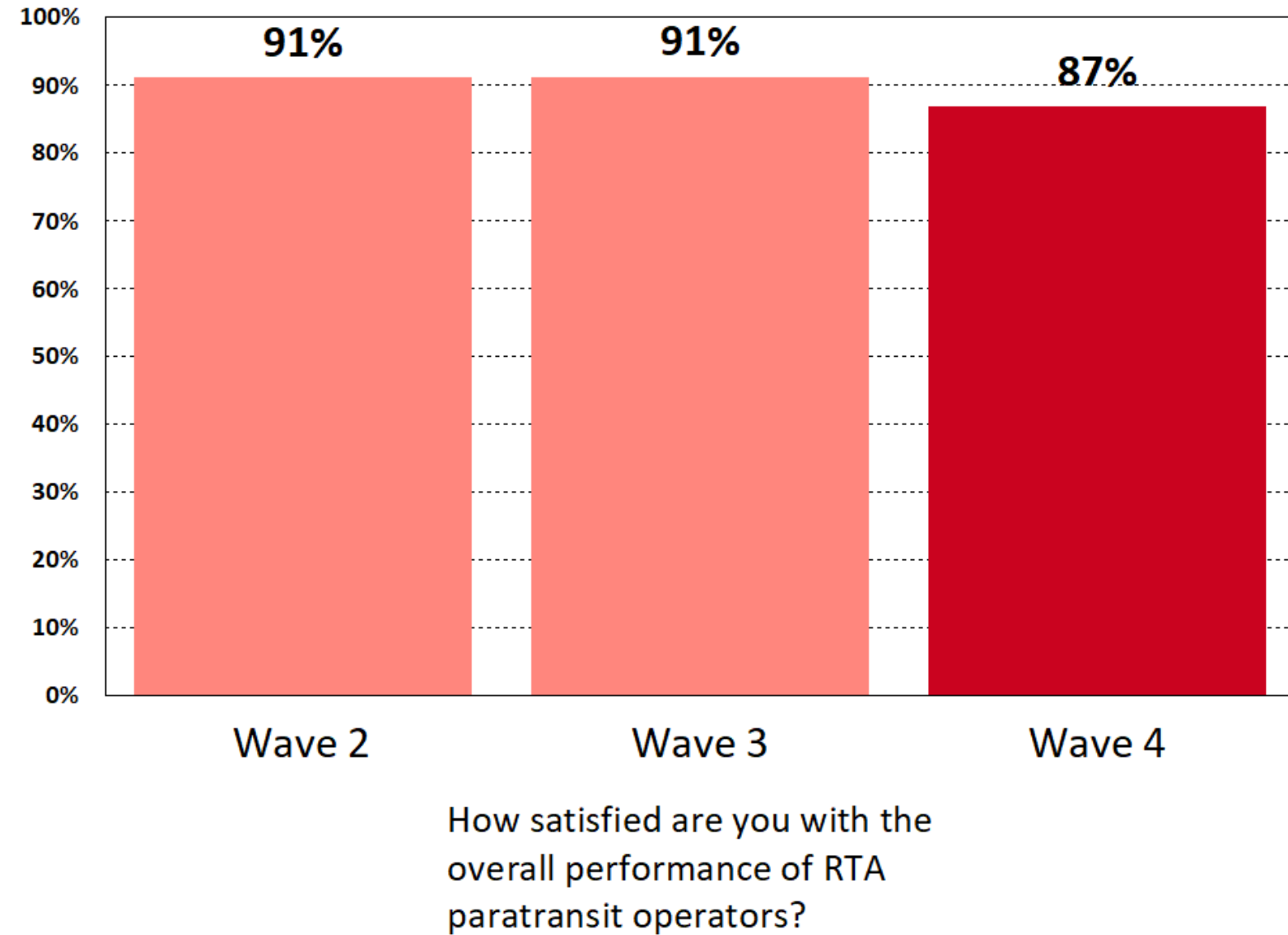
# Perception of Operators

- 88% of respondents say that Paratransit operators drive safely.
- 87% of respondents are satisfied with the overall performance of operators.

### Operator Driving



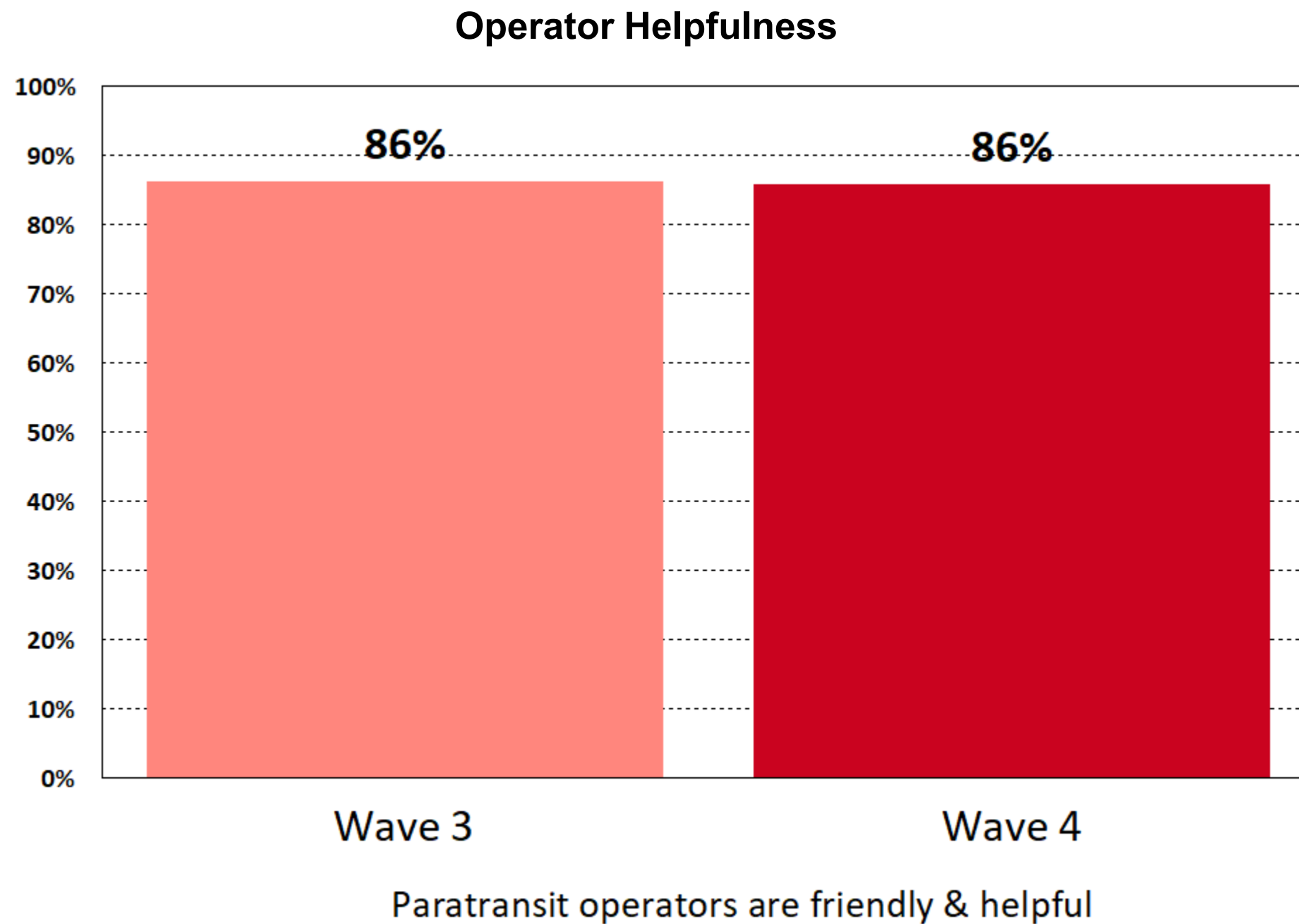
### Overall Operator Performance





# Perception of Operators

- 86% of respondents are say that Paratransit operators are friendly & helpful.

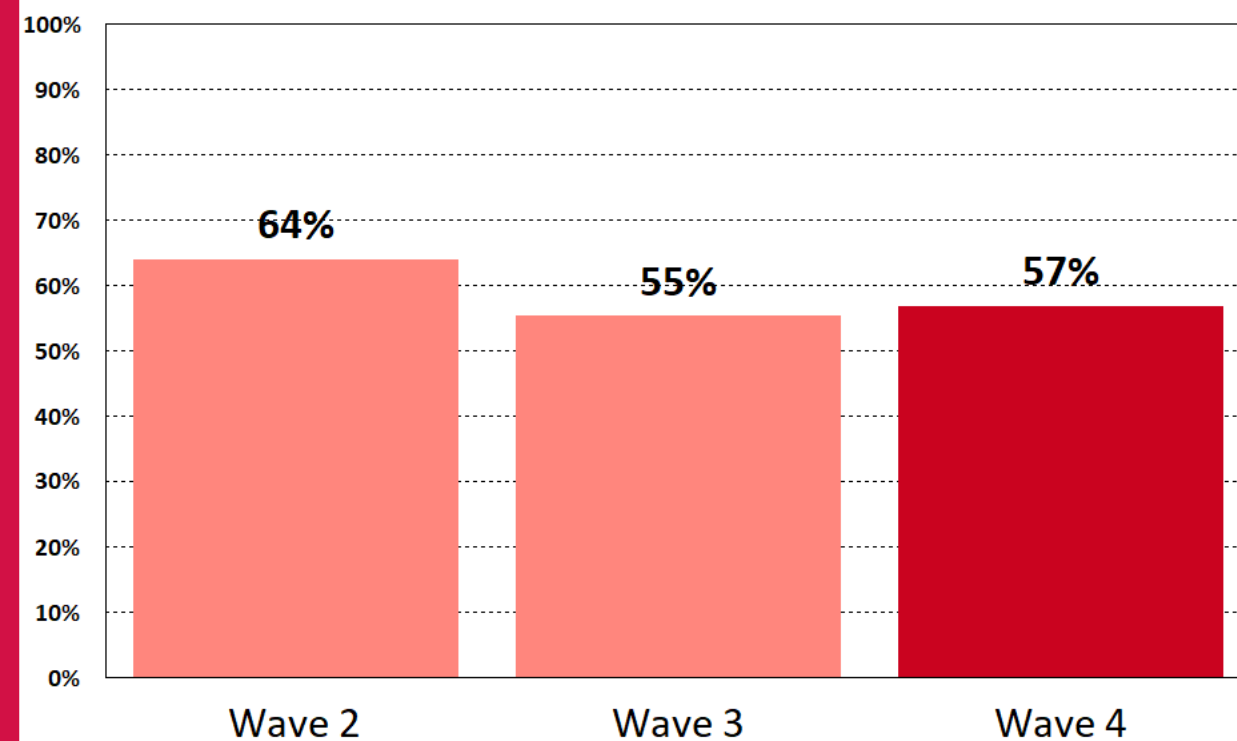




# Customer Service Representatives

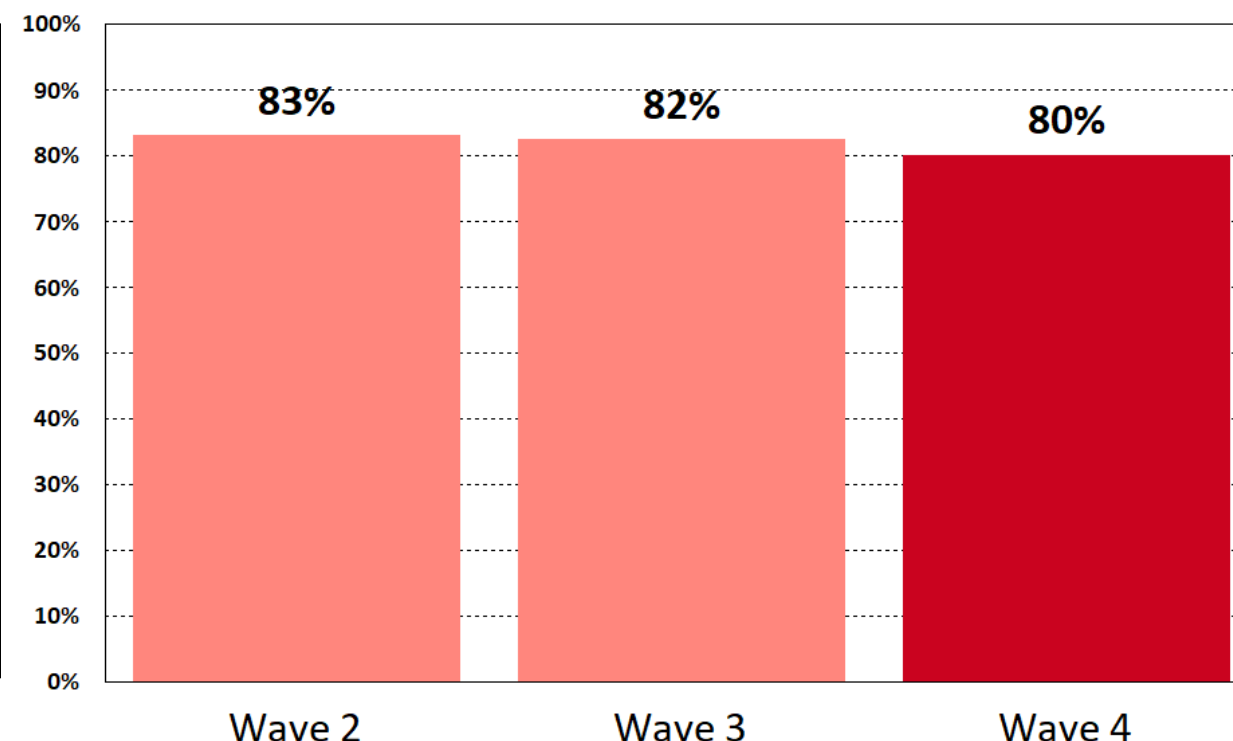
- 80% of respondents are satisfied with the overall performance of customer service staff.
- 85% of respondents say customer service representatives are helpful & courteous.

### Fast Response



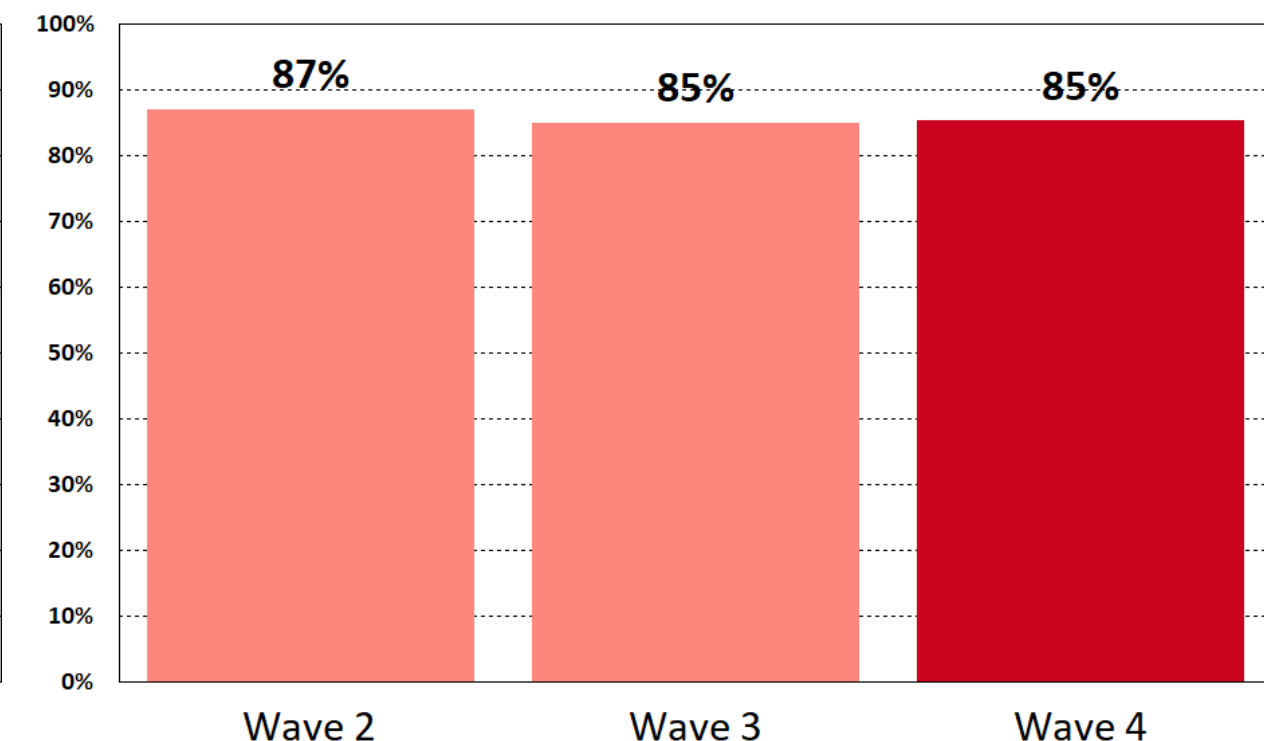
When contacting RTA Customer Service by phone, my calls are answered promptly

### Overall Customer Service Performance



How satisfied are you with the overall performance of RTA's customer service staff?

### Customer Service Courtesy

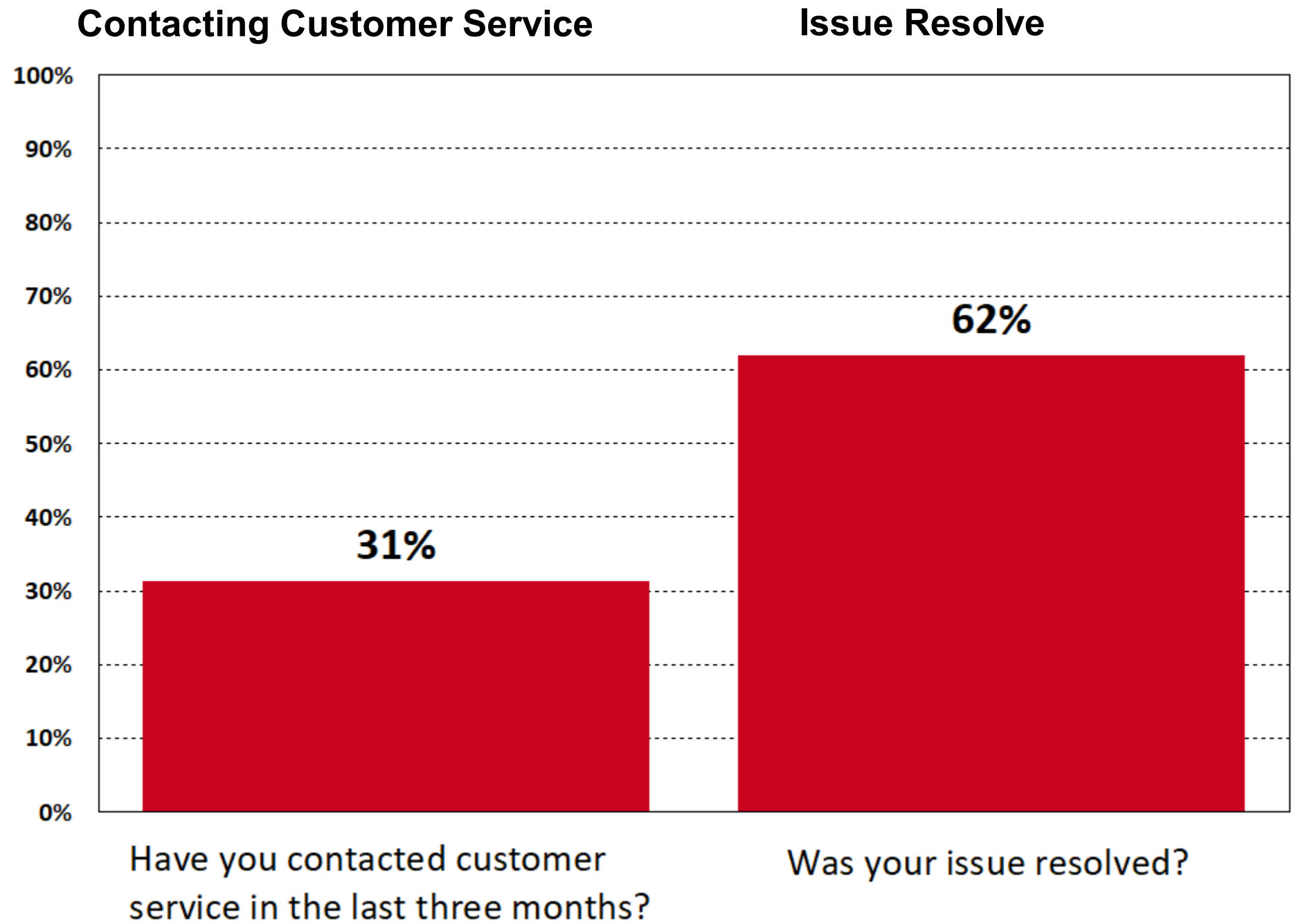


Customer Service Representatives are helpful & courteous



# Issue Resolve

- 31% of respondents have contacted customer service in the last three months, and 62% of their issues were resolved.



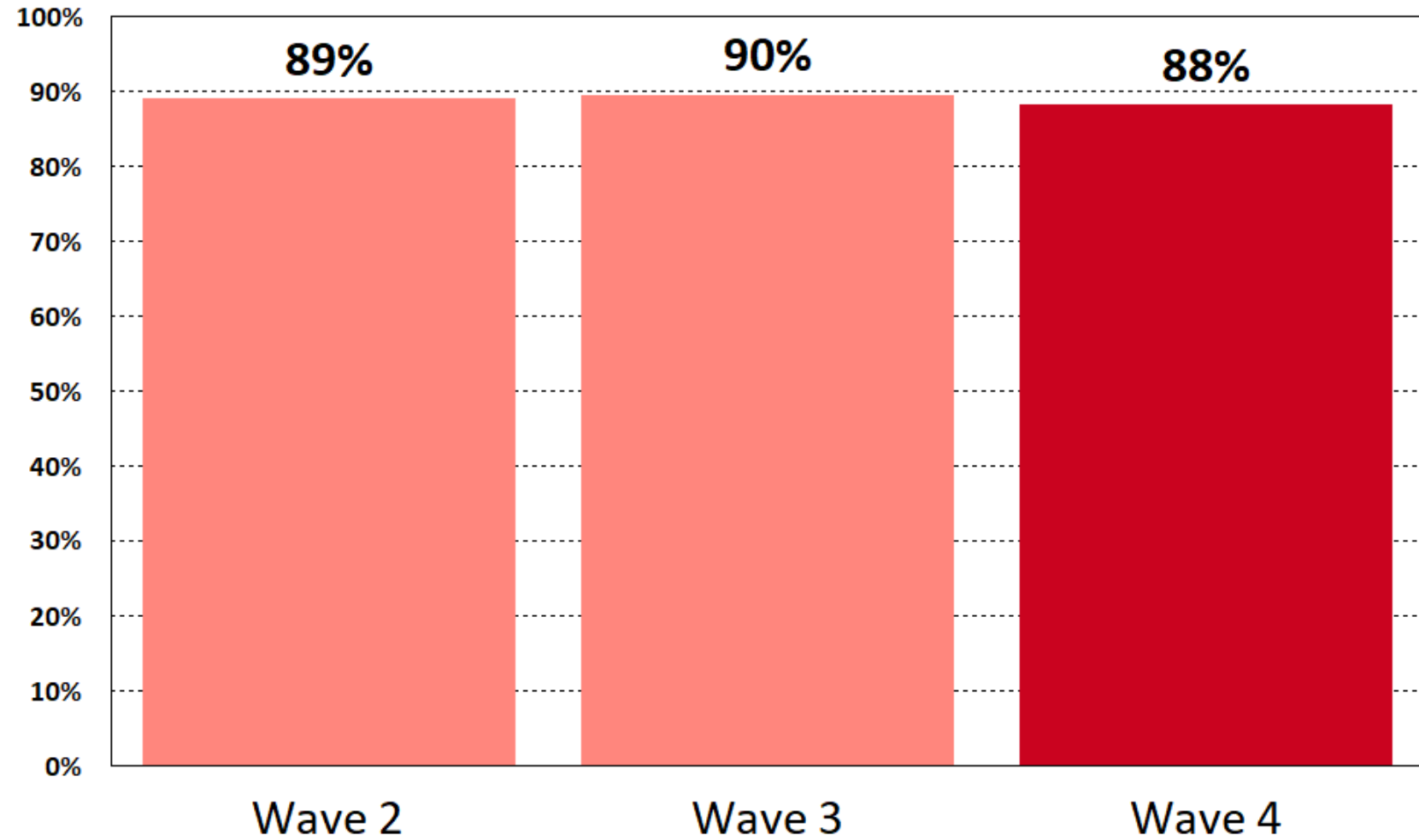




# Mobility Devices

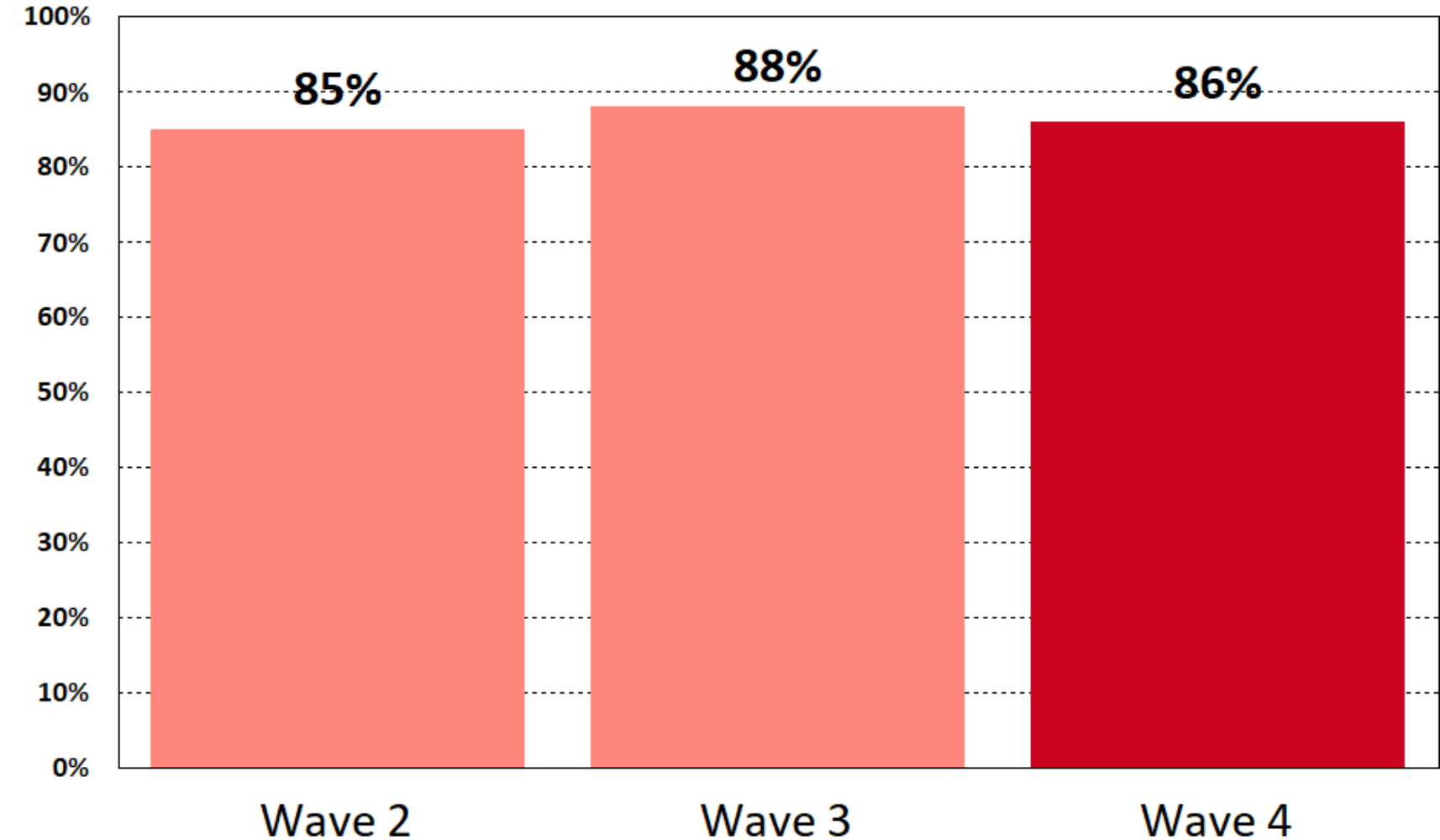
- 88% of respondents say that operators safely secure their mobility device.
- 86% of respondents say that wheelchair lifts are consistently working.

### Operator Device Securance



The operators safely secure my wheelchair, scooter, or other mobility device

### Wheelchair Lift Functionality



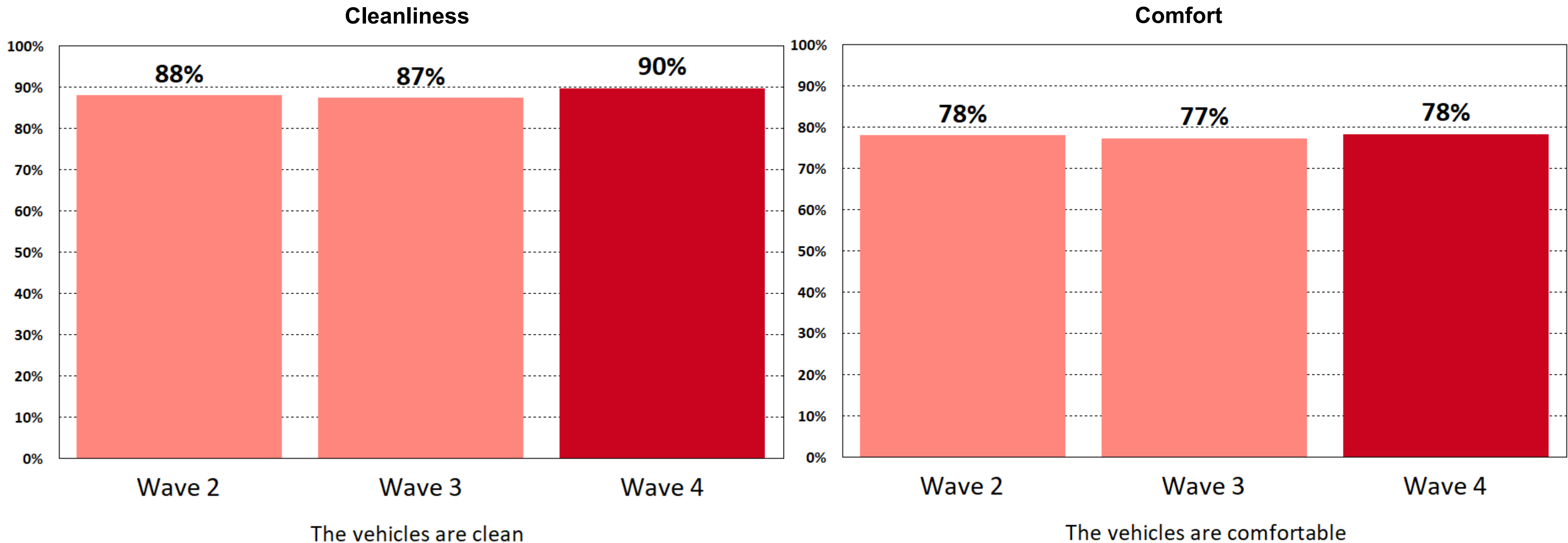
Vehicle wheelchair lifts are consistently in working order



# Vehicle Conditions



- 90% of respondents say that the vehicles are clean.
- 78% of respondents say that the vehicles are comfortable.



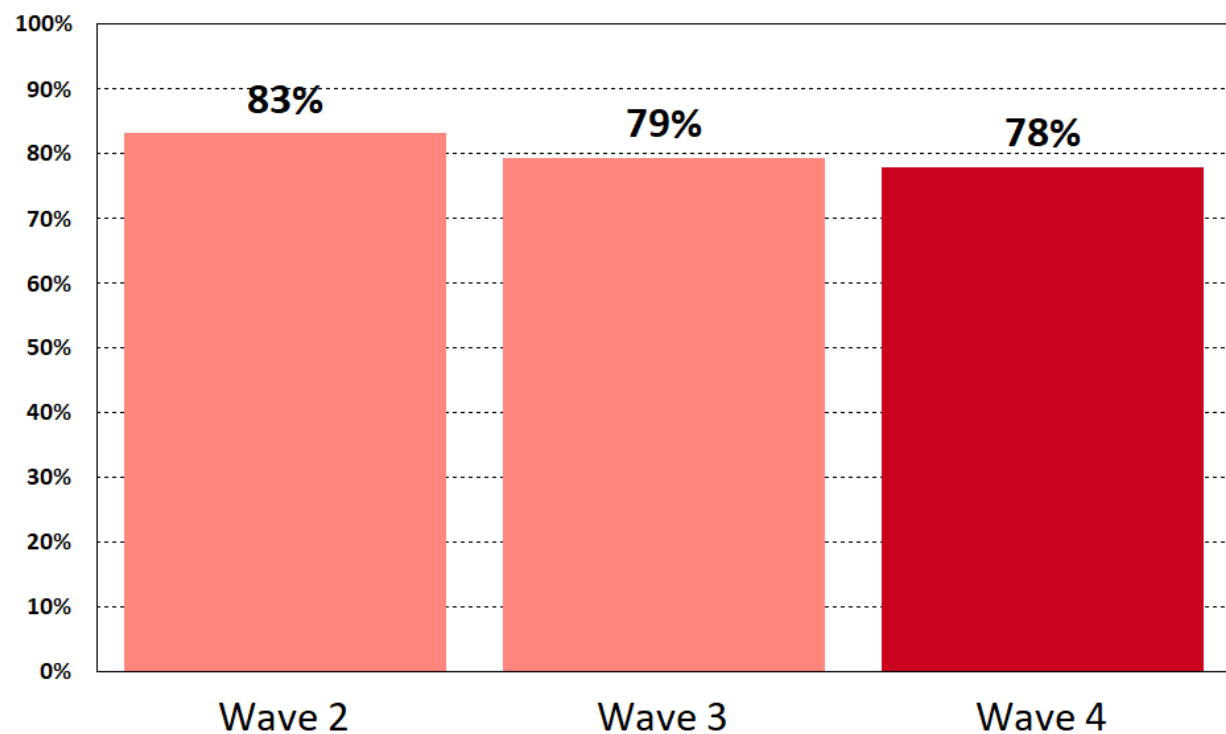


# Communications Material



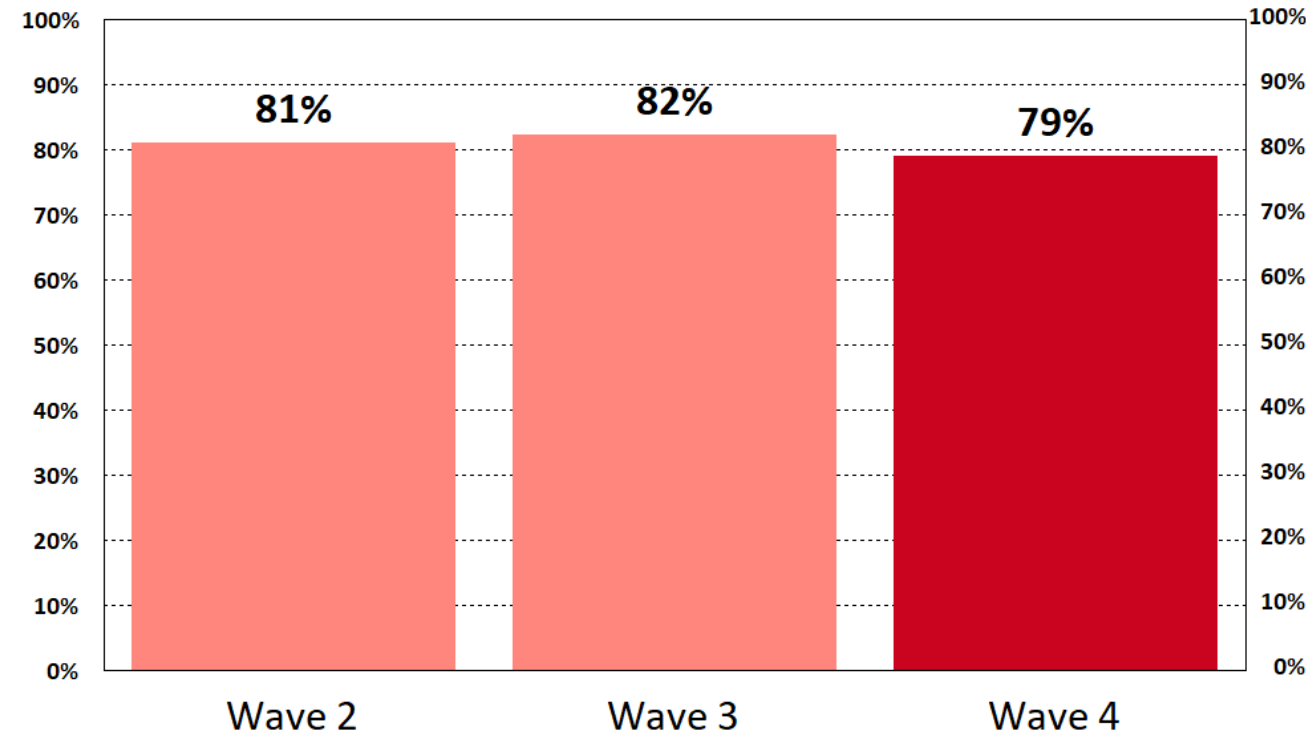
- 78% of respondents repeat RTA messages to those who would benefit.
- 79% of respondents understand the available routes and are confident with navigation.

### Messages



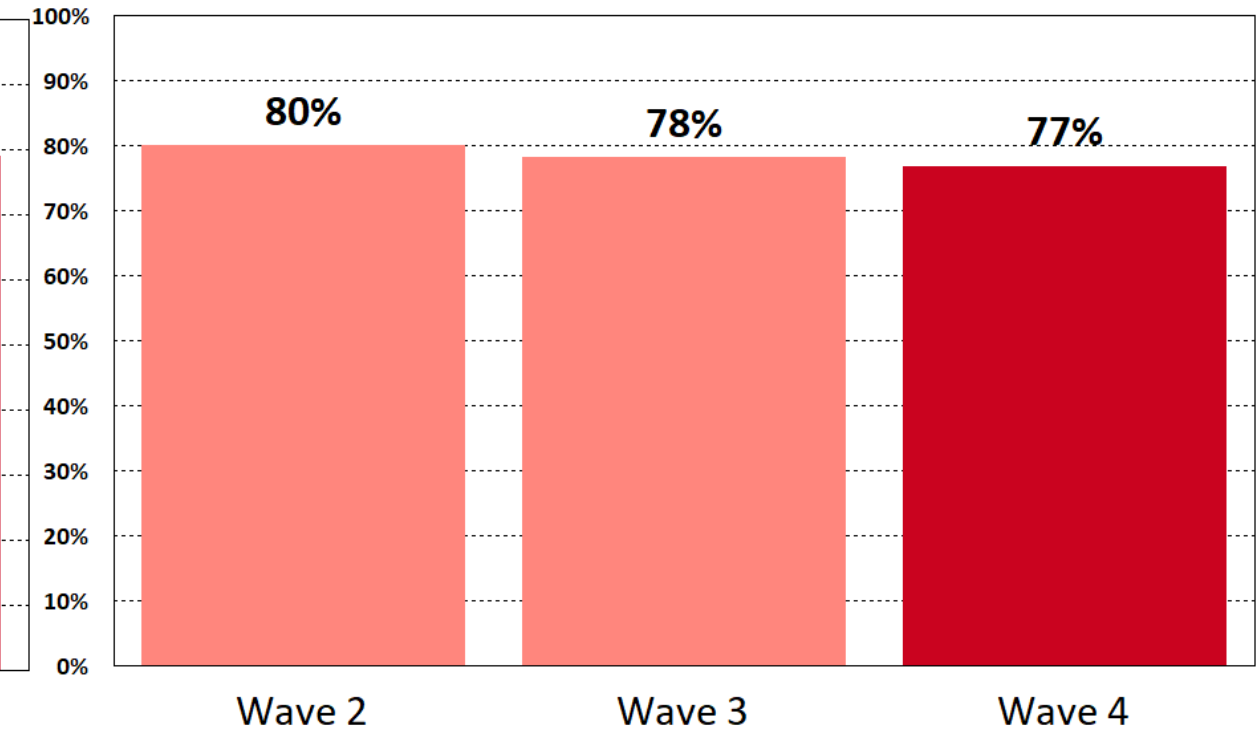
I repeat messages to those I believe would benefit from the information

### Navigation



I understand RTA's available routes, and I am confident navigating the system

### Communications Material



How satisfied are you with the overall quality of RTA communications material